

The Dimmer View

BY MAX GOODWIN

There are some things of a good civic nature that never reaches the public's eye... like that of the Jensen barn at Adams... unless the local newspaper tells the story. This is that story.

Andrew Jensen, an early settler in Lemon Grove, raises birds, both exotic and edible types. He had need for his barn at the corner although he was aware that it created an obstruction to motorists' visions.

Three years ago Jensen's house burned down. Insurance money rebuilt the house but did not replace all the furnishings. Some of the neighbors did that and gave him a neighborhood housewarming. Jensen is a widower.

Recently the streets in Jensen's area were repaved. This spotlighted the barn jutting into the visual-right-of-way. The Lemon Grove Junior Chamber of Commerce met with Jensen and offered to demolish the barn and stack the lumber as part of their campaign for community improvement. Jensen recalled that two children had been injured at that intersection in separate accidents.

Jensen is within his legal rights in keeping his barn but he is sacrificing it to community betterment. The Jaycees, under president Joseph Payson are making a contribution of the highest order by supplying the manual labor to demolish the structure.

This, and similar activities by other good local people, is why Lemon Grove has gained stature as a friendly place in which to live.

When the local water works reduced the area tax rate from \$1.54 to \$1.10 a lot of taxpayers' residents were happier... but not Harry Griffin, a member of the water board.

Griffin confided that the rate (Continued on Page 6)

School Board Okays Funds

The Lemon Grove school board approved the expenditure of \$38,000 Monday night. Funds were approved for annual purchases of school furniture, curriculum supplies (paper and pencils) and cafeteria supplies. Involved are supplies for the new San Alito school scheduled to open this year.

There will be no board meeting again until August 4 when annual budget hearings will take up part of the meeting.

Tuesday's meetings was presided over by Ray Lange, recently elected president of the board. Sitting as a board member for the first time was Barney Ambrose.

Grossmont Tax Boosted

Grossmont high school district tax will be increased nine cents for each \$100 assessed valuation as the result of a budget of \$3,181,506 for the coming school year. It was announced this week by Grossmont HSD Superintendent Lewis Smith.

The school board rejected Smith's request for \$102,000 to be earmarked for salary increases up to 5 per cent. The approved budget allows for approximately 5 per cent increase.

Operating levy is up four cents to \$1.17 but is lower by eight cents than a previous estimate made by Smith. He said low tax delinquencies and increased state apportionments permitted the lower cost. State funds were increased by a heavier attendance in adult and summer classes than had been anticipated.

Men's Club Hears BBB Man On Fraud

Bill Parker, president of the Lemon Grove Men's Club said Cecil S. Candler, president of the San Diego better business bureau would supply the program at the club's meeting Friday.

Candler will discuss some of the frauds worked on unsuspecting residents of San Diego county. He will show slides to illustrate some of the fraudulent activities practiced recently in the area.

The club meets every Friday at noon at Michael's

LEMON GROVE REVIEW

California's Fastest Growing Weekly... In The World's Fastest Growing Community!

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THURSDAY, JULY 17, 1958

LEMON GROVE, CALIFORNIA

VALUE DAYS... Don't miss out on Lemon Grove's biggest sale values this weekend. Read the Value Days section in this issue! THIS WEEKEND

10c PER COPY

County Gives Street Split Go-Ahead

Bargains Set For Big Sale

One of the most outstanding combinations of big values in San Diego county shopping history is being offered this weekend by some 60 participating Lemon Grove merchants, according to

RADIO STATION BROADCAST SET

Radio station KBAB will broadcast from the corner of Broadway and Imperial Friday this week from 1 until 7 p.m. as part of the big Value Days promotion in Lemon Grove with Bob McLaughlin as m.c. It was reported Wednesday. McLaughlin will broadcast from the station's mobile unit and shoppers are urged to stop by for personalized interviews over the air.

The big Value Days, Thursday, Friday and Saturday this week, will be featured on KBAB during all three days. KBAB is at 910 on the dial. Many of the special values being offered by Lemon Grove merchants will be advertised over the station during the big promotion. LG Boosters club officials said.

Booster club officers. The complete Value Days story is told (Continued on Page 6)



IN OR OUT?—The big question for these boys and some 200 more just like them in the Skyliners little league activity is whether they will be able to continue play this summer at the Skyline Wesleyan Methodist church ballfield—center of controversy since neighboring residents complained of the ballfield activity. Shown here at the new field, about to choose sides for an extra game are, from left, Cary Thorogood, Charles Hicks, Bob Elliott, Gary Hill, John Reinhardt, Butch Rowe, Ray Postheh, Jon Minich, Wayne and Roger Hulsey, David Carry and Thomas Williams.

(Review Photo 1085)

Skyliners Little League Fights Ballfield Ouster

A practically disposed little league group with more than 200 participating youths in the Lomita village area this week hired an attorney to protest action of the county's planning commission and board of supervisors in denying the Skyliners baseballers permission to use the new Skyline Wesleyan Methodist church field.

"Nick" Nickerson, league president, Wednesday said the group had filed formal protests and would have an attorney represent them at a supervisors meeting soon. "We just want to have a place for our league to play ball and don't want trouble," Nickerson said.

The league—already an orphan by growing out of both the Lemon Grove and Encanto little league systems—just started ball

games on July 4 after a hasty community effort in obtaining sponsors, equipment, uniforms, and then a field to use within a month's time.

According to the central news service in San Diego the county planning commission at a public hearing last Friday denied the (Continued on Page 6)

JUDICIAL PROTEST SLOWS DISTRICT COURT CHANGE

SAN DIEGO (CNS)—Opponents of the plan to make the El Cajon municipal court a two-judge court by adding most of Homeland to El Cajon district have not given up hope of defeating the project, it was disclosed this week.

On attack was launched by the San Diego taxpayers association in a letter to supervisors on Monday. At the same time, a letter was received from chief justice of the California supreme court Phil Gibson saying the county's court problems cannot be solved by "piecemeal alteration of judicial district boundaries."

Judge Gibson wrote in answer to an appeal for a recommendation about reopening the Borrego Spring court, but what he said is being used by opponents of an addition to the El Cajon district.

Supervisor De Graff Austin, who opposed changing the boundaries of the El Cajon and Homeland districts a week earlier, said Tuesday that he agreed with Judge Gibson's opinion. "I think it's wrong for us to ask the judicial council to make a study of our problem and then to set it out waiting for the council's recommendation," Austin said.

Fiesta-Barbecue Set For Weekend

The big three-day fiesta barbecue of St. John of the Cross church begins Friday at 6 p.m. this week at the 15th annual Cross fiesta at the church grounds in Lemon Grove. Featured in the big fund-raising entertainment this year are amateur talent shows, quarter midget auto races and some 30 booths with a merry-go-round and other attractions.

Also featured will be free dancing under the stars both Friday and Saturday nights. The grounds open Saturday and Sunday at noon.

Included in the booths is one with "fancy work" created by ladies of the parish and another featuring a country store atmosphere with all types of food stuffs for sale.

San Diego county youth will perform at the talent shows which will be judged by radio and television personalities. Winners will receive US savings bonds.

Big attractions for all local residents are the famous dinners being served at the fiestas. Featured Friday evening will be fried shrimp while the well-known pit barbecued beef dinners will be on the menu both Saturday and Sunday.

MARCHERS SET FOR SATURDAY

Saturday, this week, at 5:30 p.m. Lemon Grove people will see the Parochial marching band perform. They will be marching from Kent street on Broadway to the school grounds of St. John of the Cross church for the Lemon Grove Fiesta.

The Boy Scout color guard will lead the parade, followed by the quarter midget car performers, who are under the direction of T. Whelan. Whelan is chairman of the Optimist club, state college area.

The marching band is led and directed by Merle Conaty. They shall march to the band stand review center at St. John's school ground.

Broadway Parking Periled By Plans

Lemon Grove's business prosperity may be buried under 18-footwide traffic dividers splitting Broadway, busy main artery of the community, under current county plans, city boosters said this week. Failure to gain acceptance of an alternate Broadway improvement project from a majority of property owners has caused county engineers to initiate plans to revamp Broadway on a similar design as University avenue.

Road Superintendent Joe Mack said the county was this week

The Lemon Grove Boosters club announced Tuesday that they would sponsor a movement to eliminate the proposed 18-foot center islands which would be installed the center length of Broadway. Previously, the campaign was headed up by the Lemon Grove Jaycees.

Appointed to head the project are Barbara Howell and Marshall Adams, both Broadway business people. Funds will be raised to get professional petition circulators to explain the importance to business firms of eliminating the 18-foot islands.

Adams said the Boosters would meet Tuesday at noon at Mack's to implement the proposal.

making plans to call for designs along line of a 100-foot wide (Continued on Page 6)

Stagnant Pool Gets Once-Over

Seepage from cesspools or some other source was this week getting the blame for an outbreak of illness among children in the neighborhood of 7130 Beryl street in Lemon Grove. A big pool of stagnant water formed from an unknown source near that address and youngsters playing in the vicinity have been victims of diarrhea and general upset condition.

One aroused mother, Mrs. Wilma Persons, 7130 Beryl, said Wednesday her nine-year-old son had been diagnosed by a local doctor as just recovering from a slight scarlet fever condition and the doctor also said there (Continued on Page 6)

LOST SON HUNTED IN LG; DYING FATHER SEEKS AID

A search for a long lost son turned to Lemon Grove this week when a Texas family inquired here for the whereabouts of Lincoln Lee McKinley Blevins who was last heard from in the Lemon Grove area some seven years ago.

A former sister-in-law, Mrs. Dorothy B. Tallant of Wichita Falls, Texas, sent a letter of inquiry to local police which was turned over to Sgt. Paul Reedy of the sheriff's office.

In the letter, Mrs. Tallant wrote:

"Mr. Barr's father is dying and has only a short time left. He has asked me to try and locate his only remaining son. At one time I was married to his older son who was killed in World War II."

"I don't know what kind of trade he might be in or anything about him since I haven't seen him for more than 11 years. He might be working in a poultry ranch or driving an ice truck since he has worked in both of these lines in past years."

Sgt. Reedy said this week anyone with a possible lead to Barr's whereabouts should contact him at HI 4-6171. "We'd like to help if at all possible," Reedy said.

FISH TAIL HAS HAPPY ENDING

Well, this fish tale of a fish tail does have a happy ending. Seems a Lemon Grove butcher, Lee Hindman of the Broadway market, was in good spirits this week after taking no less than four fishing awards on a weekend deep-sea jaunt.

Hindman won the best awards for the largest fish, the smallest fish, the first fish caught and the last fish caught. Actually, it wasn't too much of a job at that. He won all four awards with a five-pounder, the only fish caught on the entire day long trip by anyone aboard.



BURNED UP—The only thing burned in this picture was the mortgage paper for the Lemon Grove swimming pool site as past and present officers of the association to get a community swimming pool here expressed happiness over final payment of the site cost through fund-raising projects and public donations. Shown here at the mortgage burning ceremony are, from left, Chan Mason and Tom Warburton, both past-presidents of the group; Dr. Robert Burns, president, and Frank Doolin, vice-president. The group will now try to find enough donors to begin work on actual pool construction. "We need an angel," the pool backers say.

(Review Photo 1096)



GIVING HIS BLESSING—Rev. Msgr. McDonough, pastor of the St. John of the Cross Catholic church in Lemon Grove here blesses a group of youngsters who are about to begin a quarter midget race in the Optimist Speedway which is located next to the church. Races will be featured Saturday and Sunday this week in conjunction with the church's annual fiesta and barbecue. Trophies will be given to winning drivers. An amateur talent show will also be a part of the fiesta. Local radio and television stars will judge the show.

Lemon Grove Value Days Bargains Offered This Weekend

★ The college class of 1958 will produce 44,000 candidates for grade school teaching jobs—about the same number as in 1957.

Stock up & Save!
OFFICE SUPPLIES

DESK SETS and PADS

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To fit any type of business 2, 3, 4, or 5 drawer Floor and Desk Models

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3482 MAIN ST. HO 9-7013

Health Fallacies Exposed In Medical Society Report

The gullibility of the public in matters of superstitions, particularly about health, is proved by the "old wives tales" that are still handed down by tradition, even though the present generation is better educated and better informed.

The advent of a new baby into a family is the basis for many such superstitions. The appearance of a "birthmark" on the child is erroneously charged to the parents, rather than a faulty development. There are those who still attribute bowlegs to the fact that the child walked too soon. Instead of realizing that medical science has proved that it is caused by rickets and other conditions.

One popular fallacy is that grinding of the teeth while sleeping indicates the presence of worms. Actually this is a nervous habit associated with restlessness.

The sure and quick stopping of nosebleeds has produced many popular methods and procedures which are false. For example, some believe that pressing the upper lip, or placing ice on the neck will produce the desired effect. Most nosebleeds will stop by themselves, but the presence of one indicates that something

is wrong and should be investigated by a physician.

Many people believe that sleeping on the left side is damaging to the heart. Since the ribs, muscles and fibrous tissues of the chest protect the heart, it is all right to sleep in any position you find pleasant.

And then there are the people who believe that certain machines and gadgets with various vibrations and currents will cure anything from ingrown toenails to cancer and rheumatism. The flickering lights in varying colors are the yardstick for the degree of improvement. This misconception is a tragic one for the victims, for it lets disease develop into advanced stages and benefits no one but the promoter of the scheme.

These are a few of the silly superstitions about health. Unfortunately there are many more, such as seeds causing appendicitis, the wearing of the metal rings to cure goiter and rheumatism and the following of certain food fads to live a long life, free of disease.

HEALTH CENTER SET

The board of supervisors has announced the department of public health will move into its new primary health center August 1. The new three-story building is just north of civic center in San Diego.

Lemon Grove Methodist Church

3205 Washington

SERVICES:

8:15 and 11:00—Worship

9:30—Church School

Nursery Care

Rev. Don Cooke HO 6-8065

LG Students Make SD Honor List

Four San Diego state students from Lemon Grove earned grades high enough to place them on the Deans' Honor List for semester II, 1957-58, according to Dr. Herbert C. Peiffer, Jr., dean of students.

The list, released last week, included 283 students, 39 of whom received an "A" in every subject.

To qualify for the honor list, students must carry a minimum of 12 academic units and maintain a grade point average of at least 3.5 Peiffer explained. He said straight "A" students have a grade point average of 4.0. Straight "B" students have a grade point average of 3.0.

Spring Valley students on the list are Herbert M. Goodwin, Jr., and Franklin B. Cole III.

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CHRISTIAN SERVICE SET

The Rev. Wm. T. Nichols' sermon topic for the 9:45 and 11 o'clock services in Vista La Mesa church next Sunday morning will be The Power of Christ.

The church is participating in the Billy Graham crusade and has chartered two buses to take part of the congregation to the meeting on Sunday, July 20.

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HE TOLD A FISHY STORY

This little guy came roaring in to my shop, puffing like a locomotive. He skidded to a halt and said, "Quick, sell me a camera. I'm going fishing. This time I'm going to prove my fish stories." I reached behind the counter and came up with the Brownie Starfish.

"This is just the ticket. No adjustments to make before shooting a picture and it's small enough to fit into your tackle box... even your pocket if you like. And it's got a built-in flashholder."

The guy grinned like a Cheez-lit cat. Suddenly he stopped. "Yeah, but how much does it cost?"

"Just \$8.95," I told him. "And you can take pictures indoors or out—color slides, color snaps or black and white pictures. And I guarantee you'll get \$100 worth of fun out of it."

He pulled out a \$10 bill. I started to count his change, and he gave me a "gee-but-you're-dumb" look. "What's this for?" he said. "I don't want change. Give me some film instead."

"Oh yes," I said sheepishly and reached for Verichrome film. He stopped in the doorway on his way out. "If I see you later with some film developing," he said, "I'll show those guys I work with."

Moral of the story? Prove the fish tale with a Brownie camera.

Lemon Grove Camera

618 Kodak Building
7818 Broadway HO 6-7379



WE'RE OFF—Loading the last pieces of luggage into their car, left, Ron Svalstad, and George Hoover, prepare to leave for a three-month tour of Europe. Svalstad will be writing a series of articles for this newspaper concerning his travels. Both Lemon Grove youths are students at San Diego State college. (Review Photo 1051)

Local Youths Tour European Countries

Ron Svalstad, son of Mr. and Mrs. Palmer Svalstad, 7336 San Miguel, Lemon Grove, and George Hoover, son of Mr. and Mrs. Richard E. Hoover, 2558 Washington, Lemon Grove, have recently left with two other youths for a three month tour of Europe.

The boys rode by car to New York and New York City, according to Ron's father. Ronnie flew to Puerto Rico while the others remained in New York.

When he returned to the United States the four left for Montreal, Canada where they caught their ship to Europe.

Ron will be writing a series of articles about his trip for the Lemon Grove Review and Spring Valley Bulletin. He will send them in as he travels.

One of the boys plans to buy a European car which they will use for transportation. They plan to visit all of the countries in Europe.

The boys hope to break the language barrier which they will encounter by supplying themselves with translation books. Some of them have studied foreign languages.

They will return to San Diego in mid-September to resume their studies at San Diego State college where Ron will be a junior and George a senior. Both are majoring in pre-law.

George's mother is currently visiting England. The boys have been planning the trip since Christmas.

Low-Level Highway Proposal Gets Study

Possibility of a low-level highway from San Diego to Imperial valley cutting through the heart of this district and opening the way for tremendous development of Southern California's lower counties was voiced at a Casa de Oro meeting of area civic leaders last week.

John Abbott, Spring Valley realtor and member of the San Diego Industrial Development Council who is interested in seeing a low-level highway to the east, told a group July 9 the low-level route is a must for a well developed harbor.

Abbott said the San Diego Industrial Council had recently sent letters to congressmen, senators and assemblymen regarding the low-level route. Congressman Bob Wilson, R-San Diego, received one of the letters and in turn contacted Bertram D. Tallamy, highway administrator, to clarify the status of highway 80. It was rumored 80 would be eliminated from the nation's interstate highway system. Tallamy said the move was not even being considered.

The government requirements on a highway such as proposed, Abbott pointed out, calls for not over three per cent grades. He displayed a map by Parsons, Brinkerhoff, Hall and McDonald, engineers showing a low level highway with three tunnels from San Diego to Imperial valley, would not run over three per cent grade.

The Old Spanish Trail group recently renewed activities and elected Russell Stoll of San Diego as president. Stoll was present at the meeting of the low-level group and said a few words about the Old Spanish Trail activities and the group's hopes of having a direct route to San Diego harbor.

The low-level group indicated this is the proper time to press for a low-level highway from San Diego to Imperial valley, thus securing for the Old Spanish Trail the outlet to the Pacific.

Much enthusiasm was shown by those present regarding the low-level route, so much so a motion was carried to have another meeting in the near future. Time and place will be announced later.

Those who attended the meeting were: John Abbott, speaker; Chas. Bloomerschein, SD industrial council inc.; Fred Hansen, president, La Presa county water district; Bob McPherson, SD industrial council, inc.; Russell Stoll, Old Spanish Trail president; Mrs. Mary Jeffers, Casa de Oro chamber of commerce improvement committee; Mary Wagon, publicity chairman, CDO chamber of commerce; Bill Mockler, port of San Diego; Eddie Leonard and Bill Avril, president and vice president of the Highway 94 club; Mr. and Mrs. Wendell Nelson of the Casa de Oro civic association, who is the president; Vance Cox, past president, CDO civic association; Chas. Smith, treasurer of the Spring Valley chamber of commerce; Mrs. Betty S. Robinson, secretary, SV chamber of commerce; Bill Doughman, past president; SV chamber of commerce; Howard Thomas, board member SV chamber of commerce and Norman Larsen of the highway 94 club.

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ALL SOFT DRINKS 5c
With Orders From 2 to 4:30 P.M. Daily

- Chicken In A Basket
- HAMBURGERS
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- FRENCH FRIES

JACK in the BOX "DRIVE THRU"

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Bonus Days

ROUND STEAK 69¢ lb
SEMI-BONELESS RUMP ROAST 63¢ lb

Kold Kist
3oz. Pkg.—Low Calorie—High Protein
STEAKS 10 For 99¢
ALL MEAT WEINERS 49¢ 1-Pound Package

HIXON'S—1 lb. Tin
COFFEE 65¢
PILLBURY—5 LBS.
FLOUR 55¢
10 LBS.—66¢
BANNER—Tall Case
MILK 2 for 25¢
PILLBURY—17oz. Pkg.
CHERRY
Angel Food 49¢
HAGEN'S Bulk Pack—1/2 Gal.
ICE CREAM 69¢
VET'S—Tall Case
DOG FOOD 7c
20-oz. Can—2 FOR 15c

LA CABANA—6-oz.
Chili Rellenos 39¢
AMERICAN BEAUTY
Spaghetti Dinner 2 for 29¢
Kold Kist
CHILI BEANS 18-oz. King Size 4 for \$1.00
SIRLOIN TIPS 16-oz. 2 for \$1.00
ROAST BEEF 59¢ 12-oz.

FOOD KING'S OWN LABEL
SALAD OIL 55¢ QUARTS
MAYONNAISE 57¢ QUARTS
Salad Dressing 45¢ QUARTS
Peanut Butter 49¢ 18-oz. Jar
MARGARINE 5 FOR \$1 1-lb. Pkg.
Liquid Starch 23c 1/2 Gal. 41c
BLEACH 17c 1/2 Gal. 33c

WILSHIRE PICNIC SPECIAL
CHILI PEPPERS
KOSHER STYLE DILLS
WHOLE ONIONS
SWEET RELISH
SWEET CHIPS
4 FOR \$1

LARGE BASKET IMPERIAL VALLEY Cantaloupe 5¢
FRESH PICKED CORN 49¢ Doz.
Watermelon RED-RIPE 3¢
Good Quality White Rose POTATOES 10 lbs. 21c
100-lb. Bag—\$1.99

Double Thrifty Green Stamps on Wednesday

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9040 Campo Road — Spring Valley
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Henry Chouteau, son of Mrs. M. H. Watson, 4074 Camino Paz, Spring Valley, recently graduated from the US Air Force Experimental Flight Test Force base, Calif. He was one Pilot School at Edwards Air of 15 to graduate. The school is the only one of its kind, states the Office of Information. Chouteau, an engineer-test pilot, with Northrop Aircraft Inc., Hawthorne, Calif., spent six years in the Air Force, with two years overseas duty, and a year in Korea. He holds the Distinguished Flying Cross and the Air Medal with five oak leaf clusters. His wife and children now live in Lancaster, Calif. He has a brother in the Navy, and stationed at San Diego for the past five years.

Real Estate Sales Down For District

Spring Valley, Lemon Grove and La Mesa real estate sales totaled 231 for the month of June, according to statistics in Trends, monthly real estate publication of Union Title Insurance company. The figure showed a decrease from 246 sales in May and 434 recorded in June last year.

James C. Downs, Jr., nationally known real estate economist who is editor of Trends reported, "The carefully screened statistics which serve as a basis for measurement of the San Diego market show a sales decline of 87 per cent for the first six months of the year."

Main reasons for the decline, according to Downs, are threefold: First, consumers are reluctant to make purchases involving major funds; second, the need to buy has been decreased by the availability of rental units; and last, the stimulus of rising prices has not been present during the last six months.

Casa de Oro Chamber Sets Meet Plans

A new highway committee was appointed by President Robert Justice and confirmed by a vote of the members at the dinner meeting of the Casa de Oro chamber of commerce, July 10. Named to the committee were chamber members, Gil Ray, Jim Bass, E. D. Ames and Mary Jeffers.

The action was taken following a report by Mary Jeffers and Fred Hansen on the Low Level Highway meeting held in Casa de Oro, July 8. (see highway story elsewhere for details). The report pictured to the audience a future highway extending southerly across the United States and terminating at the San Diego bay.

In the discussion that followed, it was brought out that regardless of the exact route such a highway would follow, local interests would be concerned with the local approaches and tie-ins. Keeping informed of such planning was shown to be an obvious need for the community, hence the appointment of the new committee, in which other interested members will be added.

Chamber members further approved a motion by Mrs. Ray to assist the plans for the next highway meeting, tentatively scheduled August 6, by requesting the presence of representatives from all local organizations.

Membership meetings are scheduled for the first Thursday of each month, and the board of directors will meet July 31.

Fair Animal Show Results Give Area Breeders Wins

Youngsters from Lemon Grove, Spring Valley and La Mesa have received awards for their sheep and goats which were entered in the competition of the San Diego county fair and exposition recently.

In the Sheep division Duane Bierwirth, 8282 Palm, Lemon Grove, received a first place for her Suffolk Cross Wether. Barbara Cooper, 7943 Lincoln, Lemon Grove, received a first place for a Hampshire Cross Ewe.

Michael Cosby, 8277 Golden, Lemon Grove, received first place awards for a Southdown Ram, Southdown Wether and a Cross Wether.

Sheila Cosby, 8277 Golden, Lemon Grove received first place for a Hampshire Ram, Suffolk

Cross Ewe and a third place for a sheep. Darryl Cremer, 8540 Troy, Lemon Grove, received a first for a Wether.

Randy Cremer, 8540 Troy, Lemon Grove, received a first for a Cross Ewe.

Alan Hobbs, 8126 Mt. Vernon, Lemon Grove, received a first prize for a Hampshire Cross

Wether. Ronald Fass, 4824 Comanche, La Mesa, won first place for his Crossbred Male.

Mike Jaguth, 7377 Mt. Vernon, won a first place for a Hampshire Southdown Wether.

Terry Jaguth, 7377 Mt. Vernon, received a second place for a Hampshire Southdown Cross Wether.

In the goat division Christine Mathewson, 9065 La Mar, Spring Valley, won first place for a Dairy Goat and a Nubian Doe, third place for a Nubian Doe.

Ann Mathewson, 9065 La Mar, Spring Valley, won first and second prizes for a Nubian Doe.

Timothy Mathewson, 9065 La Mar, Spring Valley, won third prize for a Nubian Doe.

David Stevens, 19780 Eureka, Spring Valley, won first place for a Nubian Doe.

Just under 75 per cent of all 1957 graduates prepared to teach actually did take classroom jobs. Almost 84 per cent of the those prepared to teach in elementary schools and only 65.5 per cent of graduates of 1957 prepared for high school teaching actually entered the career. The prospects are about the same for the class of 1958.

Lemon Grove, (Calif.) REVIEW
July 17, 1958 Page 5

The number of newly qualified high school teachers is on the increase and stands at 72,000 for 1958-1959 per cent more than the 65,000 produced in 1957.

SORRY

Summer Music Classes are Closed. You may go on the waiting list for the fall term. POWERS MUSIC STUDIO 9317 Brookside Circle HO 6-3054 Spring Valley

Hunter's Nursery

3110 SWEETWATER
Nearly 4 Acres of Nursery Stock and You're Always Welcome to Visit.
HO 6-3893 Closed Tuesday

Wide Selection of Large Specimen Trees



Home Furnishings

SALE STARTS FRIDAY JULY 18th 10:00 A.M.

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BANK FINANCING AVAILABLE!

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COMPLETE FURNITURE AND CARPET WAREHOUSE STOCK OF LONG ESTABLISHED SAN DIEGO FIRM. WE MUST DISPOSE OF THIS ENTIRE STOCK AT WAREHOUSE PRICES! SAVE NOW!

Greatest Reductions Ever Offered!

EVERYTHING MUST GO . . . DURING THIS SPECTACULAR SALE !!

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LOOK AT THIS LIST OF FAMOUS NAMES INCLUDED IN THIS SALE . . .

- Englander • Quality
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- Haywood-Wakefield

- SOFAS
- RUGS
- LAMPS
- HIDE-A-BEDS
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Buy for Every Room of Your Home!

CHECK THESE EXAMPLES OF OUR "SPECTACULAR SAVINGS !!

HUNDREDS MORE AT THE STORE

Regular \$60.00
Danish Modern

CHAIR
\$34⁴⁷
Save \$25.53

Regular \$299.00
Mattress & Box Spring

ENGLANDER
KING SIZE
BED
\$149⁸⁸
Save 50%

RUG SAMPLES

To Start At
\$1⁰⁰
Each

Regular \$139.95
FOAM RUBBER

Mattress AND Box Spring
\$89⁸⁸
Save \$50.07

SIX ONLY
6-Piece BASSETT

Bedroom Sets
CLOSEOUT PRICE
\$299⁰⁰
A \$500 Value

CP APPLIANCES

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LEMON GROVE

HO 9-6154

Scout News

TROOP AUXILIARY
The women's auxiliary to the committee of Boy scout troop 47, held its monthly meeting at Eucalyptus park July 10. The name "47 Mothers" was chosen for the organization instead of "47 Women" as previously stated.
The passing along of the "Friendship Basket" to friends and neighbors was decided on as the fund-raising project for the summer months. The next meeting of the "47 Mothers" will be held September 11.

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Health Workshop Set For College

Sponsored by 14 local health and educational agencies, the seventh annual health education workshop will be in the fine arts building, San Diego state college, August 11-22.

The workshop is open to administrators, teachers, nurses and other persons. Students may obtain two full units of upper-division or graduate credit by participating in the workshop.

With the theme, Let's Face It: A Look at Ourselves, a Look at Our Children, workshopers will be given an opportunity to analyze their working environment from a mental health standpoint and plan solutions. Informative sessions will also be held on community resources for improving health attitudes.

Del Mar Track Sets Open Date

History will be made Wednesday, when the Del Mar turf club opens its 42-day summer racing season, for it was just 21 years ago that Bing Crosby stood by the main entrance and shook hands with the first patron through the gate at the inaugural meeting.

In many respects, this 42-day season promises to be the finest ever. Numerous ranked thoroughbred stars will be on hand, including How Now, Seaneen, Eddie Schmidt, Terrang, Swirling Abbey and the incomparable Silky Sullivan.



RECEIVE CHECKS—A group of local youngsters look appreciatively at J. W. Koop, manager of the Lemon Grove branch of the First National Trust and Savings Bank of San Diego, who presented them with checks for their livestock which they sold at the San Diego county fair and exposition recently. Front row from left

are J. W. Koop, Barbara Cooper, Darcy Cremer, Nancy Lukas, Lorna Walsh, Randy Cremer, Alan Hobbs, Michael O'Hare, Ronald Foss. Back row from left are Mike Knapp, Loraine Lukas and Sheila Cosby. A party was given at the bank's El Cajon branch for the group. (Review Photo 1094)

Youths Get Bank Checks For Animals

The First National Trust and Savings Bank of San Diego presented more than \$17,000 to 110 4-H club members and Future Farmers of America a party given Tuesday at the bank's El Cajon branch.

The money was paid to the boys and girls for their animals sold in the Junior Livestock Auction at the San Diego County Fair in Del Mar. The youngsters attending the party were from Lemon Grove, La Mesa, El Cajon, Dulzura, Jamul, Poway, Santa

Ysabel and Ramona. J. W. Koop, manager of the Lemon Grove branch of the First National Bank, presented the local youngsters with their checks.

This is the fourth consecutive year First National has clerked the Fair for the 4-H and FFA groups. The bank assumes the responsibility of collecting the purchase price from the buyers; the total amount of money handled for the boys and girls was \$45,726.73.

Among those honored was 10-

year-old Donald Schmid, a member of the Ramona 4-H Club, who received a check for \$213.64 for his 109-pound lamb, Gordo. His animal was bid at \$2 a pound, the top price paid for lamb in the junior livestock division of the auction. Valley Mercury of El Cajon purchased the lamb.

Also honored at the party was Donald Hall, 11, a Poway 4-H member, who sold his Hampshire hog for 85 cents a pound to a firm in Del Mar. This top price compared with 32 cents last year. The 193-pound animal sold for \$160.75.

This was the first of three parties given by the First National Bank for the youngsters from all parts of San Diego County. On Wednesday, 25 boys and girls were feted at the bank's Chula Vista office and 125 youngsters honored at the bank's Oceanside branch.

ECKERT BABY GIRL
Mr. and Mrs. Robert Edward Eckert, 3585 Mulder, Lemon Grove, became parents of an eight pound, 15 1/2 ounce girl at Grossmont hospital July 7.
MCKENZIE HAVE GIRL
Mr. and Mrs. Robert Markwood McKenzie, 7070 Broadway, Lemon Grove, became parents of a seven pound 14 1/2 ounce girl at Grossmont hospital July 3.

SV Couple United In Ceremony

Ronnie Lucas and Sharon Lee Clark, two Spring Valley young people were married in a double-ring ceremony, at the Little Chapel of the Roses, Chula Vista, on July 5. Rev. Blaine Brunner of the Friends Community church, Spring Valley, officiated. The bride was given in marriage by her father.

Matron of honor was Mrs. Edward Ridgway, sister of the bride, from Duluth, Ohio; bridesmaid was Susan Frye, best man, Robert Lucas, brother of the groom; ushers were Bruce Jones, and James Anderson. Vocalist was Celest Loustak of Lemon Grove.

The bride, who is the daughter of Mr. and Mrs. Donald Clark of Kooner drive, Spring Valley, is



Double-Ring Ceremony Unites Two

The Wesleyan Methodist church of Monterey Heights was the setting for the July 3 wedding of two Spring Valley young people, Duane Williams and Dorothy Louise Babcock. Rev. Orval Butler performed the double-ring ceremony. The bride was given away by her brother, Emery Babcock, Jr.

Matron of honor was Mrs. Lilian M. Babcock, the bride's sister-in-law; bridesmaids were Kathleen and Donna Babcock, nieces of the bride; flower girl, Nina Williams, niece of the groom;



Best man was Austin Williams, brother of the groom; ushers were Brian Williams, brother of the groom, and Jimmy Babcock, nephew of the bride.

The reception was held in the church hall. The couple afterward honeymooned in the Laguna mountains. They are now at home on Valencia street, Spring Valley.

The new Mrs. Duane Williams is the daughter of Mr. and Mrs. Emery Babcock, Sr., of Valencia street. She is a graduate of Mt. Miguel high school, class of 1958. Duane Williams is the son of Mr. and Mrs. John Williams, also of Spring Valley. He is a graduate of Grossmont high school, class of 1957.

Instructors Needed For Fall, Claim

American public schools will open in September with 130,000 fewer qualified teachers than are needed although the crop of 118,000 college graduates prepared to enter classroom service looks good.

This is the teacher supply and demand picture given some 15,000 educators attending the national education association convention in Cleveland. Theme of the 96th annual convocation is Our Future Goes To School Today.

According to panelists, colleges are now wooing would-be high school teachers and veteran high school teachers. One of every eight new college teacher hired last year came directly from high school classrooms.

In addition to reviewing the teacher shortage problem, delegates have taken a look at the salary situation which they agree needs immediate improvement. They have spent many hours in inventory of present standards in the schools, with particular emphasis on curriculum. They have asked: Are the basic school subjects offered keeping up with the space age?

Junior Theater Play Dates Set

Christopher Fry's play, The Boy With a Cart, will be presented at California Western university's Greek theater on August 1 and 2 at 7:30 p.m. by San Diego junior theater in cooperation with the university and the county council of churches.

The play is one of the early works of the famous English playwright and is noted for its pastoral simplicity and innocence of spirit. It tells the legend of Cuthbert, Saint of Sussex, mingling charm, humanity and humor with religious belief.

The Junior Theater is itself sponsored by the San Diego park and recreation department. Admission is free.

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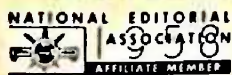
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LEMON GROVE REVIEW

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Member California Newspaper Publishers Association



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THE ONLY NEWSPAPER PRINTED AND PUBLISHED IN LEMON GROVE
SUBSCRIPTION \$1.50 PER YEAR

LETTERS TO THE EDITOR

Dear Editor:

I take this opportunity to congratulate you for printing in your always readable *Dimmer View* the thoughts of one of your colleagues on road hazards. Certainly the drawl is as bad as the speed mania or those laden with C2H6OH and the Leftists are further danger. Let us all keep the article in mind when tempted to commit these sins. Should we offend, then may the Highway patrol chastise us.

By the way, the blurb headed *Dairy Month Deemed Tops in Production*, was really bottoms for the Review. For, if any of your readers are interested in the success of dairy month or in looking the services of a dairy princess—even Princess Jan.

What we are interested in is the price of milk—the retail price, that is, and it certainly is far out of line. No doubt it would be difficult to write an interesting article, let alone a cheerful one on the workings of the commission that approves the frequent increases. What happened to the threatened increase that the commission disapproved a few months ago? Was it just a straw man to be beaten by the commission for effect?

It seems the producer receives very little for his hard work and we don't doubt it. The retailers make a cent a quart—maybe. The distributors make even less and Forman is moving in for the love of the children.

In speaking her little prepared piece, Jan spilled quite a mouthful of *terjoles*. That although California is sixth in the nation in the number of cows, she is fourth in milk production, and third in cash income from the sale of milk at the farm. She doesn't mention the price per quart but the total take is \$331 million in 1957, quite a respectable sum.

Jan primarily achieves mentioning those naughty words—retail sales and take, as well as distributors take. (They are somewhat like the word *vicuna*.) But the figures must be very big ones. Where does all the money go, leaving everyone such a meager margin? Handling is a big item but today, packaging is even a bigger one. Last year, at their Atlantic City convention, the national packaging industry proudly announced that sales of packages—mind you, just empty packages, not full one, reached the astonishing figure of over \$2 billion. I pause to remark that nobody, and that includes me, has the most remote idea of what a billion dollars is. It is just a word, like a billion. And the industry says that it is just peanuts. Watch next year's sales!

And then, there is advertising, without which babies would not drink their milk. You have heard it on TV and certainly it is not aimed at adults. No doubt, Jan comes under this heading and we are sure that her coat, princely figure makes quite a hit with the babies. May she win the national championship, whatever that may be.

But what we would really like to read in these days of depres-

sion, is a nice man bites dog item, announcing the drop of one cent, just one cent, please, per quart of milk.

H. D. Carr
P.S. Before I could get this in the mail box, the TV announced an increase of 1/4 cent per quart of milk. HDC

Dear Editor:

The *Dimmer View*, July 3 contains a pessimistic discussion of Republican chances in the next election. This election will not be a contest between Democrats and Republicans but a struggle to prevent the big-labor monopoly with its excessive, unchecked power from taking over the state and its economy.

It is unbelievable that the business men—editors included—home owners, tax payers, corporation share holders and other civic-minded people will let this election go by default. If they do they will be sure.

Do you remember "Ham and Eggs" or "30 every Thursday" about 1937? Responsible people saved the state then.

Have you read Walter Reuther's letter, written in 1934 from Moscow? And listened to the Senate investigating of labor activities? Rep. Gwinn (R-NY) says, "California is the state called the next target of labor."

David Lawrence, San Diego Union, June 28, discusses matter of the vicuna coat quite thoroughly; there is too much at stake to admit of any discouragement even though we may feel a tiny bit.

Yours
Earl R. Andrix
Box 213, Lemon Grove

Witchcraft Gives Playhouse Treat

Bell, Book and Candle, John Van Druten's sophisticated fun-poking comedy about modern witchcraft, opened July 12 at La Jolla Playhouse amid a gale of laughter which presages that this will be one of the most popular offerings of the season.

Cast in the role of an enchanting witch who finds that she loses her powers when she falls in love is the lovely, capable Columbia Pictures star Felicia Farr. Miss Farr is currently co-starring with Glen Ford in *3:10 to Yuma*. At La Jolla Playhouse she is co-starring with Scott Forbes (TV's Jim Bowie) who plays the part of the gentleman who causes her to lose her powers.

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Church Rite Unites Two Helix Grads

Barbara Koopmans, daughter of Mr. and Mrs. John Koopmans, 8284 Golden Avenue, Lemon Grove, became the bride of Eugene Edwards, son of Mr. and Mrs. C. W. Edwards, 2001 Sweetwater Avenue, Spring Valley, at a ceremony in the First Congregational church, Sunday, July 13.

Sharon Koopmans, sister-in-law of the bride was matron of honor. Maid of honor was Judy Koopmans, sister of the bride. Bridesmaids were Jeannie Kramer and Barbara Roberts. Lennie Beck with, niece of the groom was flower girl. Best man was Art Fortier. Ushers were Dr. Lambert Koopmans, brother of the



Barbara Koopmans

oride, Orin Edwards, brother of the groom, and Buddy Kygar. The bride wore a floor length gown of white satin with a lace covered bodice. The skirt was also covered with lace in addition to four tulle tiers. Her fingertip veil was held in place by a crown of pearls and Mother-of-Pearl sequins. The bride's bouquet was white gladiolas with a white orchid in the center.

A reception in the Terrace Room of the Mission Valley country club followed the ceremony.

The bride was graduated from Helix high school and is now attending San Diego state college where she is a member of Alpha Xi Delta sorority. The groom graduated from Helix high school and is now attending San Diego junior college evening school.

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Goodwill Groups Give Local Aid

The Goodwill Industries is the largest employer of handicapped workers of any non-profit social service organization both locally and state wide, the state bureau of Vocational Rehabilitation announced in a special bulletin received here yesterday.

As a result of a recent survey conducted by the bureau's counselors in the various areas of California, it was shown that 56 sheltered workshops in the state employ 3610 handicapped persons, of which the 15 Goodwill Industries units furnished employment to 2006, or 56 per cent of the total, it was announced.

In the San Diego area, the Goodwill Industries of San Diego county at Fifth and J streets, with branch stores here, in National City, Lemon Grove, El Cajon, Escondido and Oceanside, furnish jobs for approximately 200 handicapped workers, according to Dr. Myron Insko, local executive director.

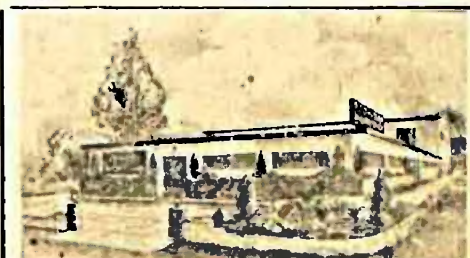
MARRIED RECENTLY—A new bride is the daughter of Mr. and Mrs. Thomas J. Compton of Helix street, Spring Valley, is shown following her marriage to Gary Johnson, son of Mr. and Mrs. G. L. Smith of Lodi, Iowa recently. The couple honeymooned in Sequoia National park and will live in Iowa City where Compton will attend Iowa University.

NEW BRIDE—Married recently at the St. John the Baptist Catholic church in Santa Barbara, were John Martin Caravano of Spring Valley and Miss Barbara Ann Bevins of Chino, California. Caravano is the son of Mr. and Mrs. John Caravano of Sweetwater Avenue, Spring Valley. The bride is the daughter of the late Mr. and Mrs. Earle Robert Bevins Jr. The couple honeymooned in Las Vegas, Nevada.

HEART RESEARCH FUND

Over \$50,000 in medical research on heart disease, including \$32,000 in specific grants to California researchers, in San Diego, La Jolla and northern California, is scheduled for the next 12 months, the San Diego county heart association reports.

This represents the largest research budget in the history of the local heart group and is an increase of \$10,760 over last year's budget, according to C. W. Greaves, president.



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Lemon Grove (Calif.) REVIEW
July 17, 1958 Page 3

Senior Women Set Card Party

The Lemon Grove Women's club will sponsor a benefit card party Tuesday at 1 p.m. at the home of Mrs. Edwin H. Koester, 7820 Montana street, Lemon Grove.

The party is by reservation. The party committee includes Mrs. Koester, chairman; Mmes. D. D. Laissey, Frank Eldridge, Marie Howell and Ralph Richardson.

The reservation telephone committee includes Mrs. Robert E. K. Ball, Mrs. Alta Linker, Mrs. George Lornstad and Mrs. Blanche G. Gott.

God's Minute

Poor is he who cannot spend a minute in the shadow of his Lord

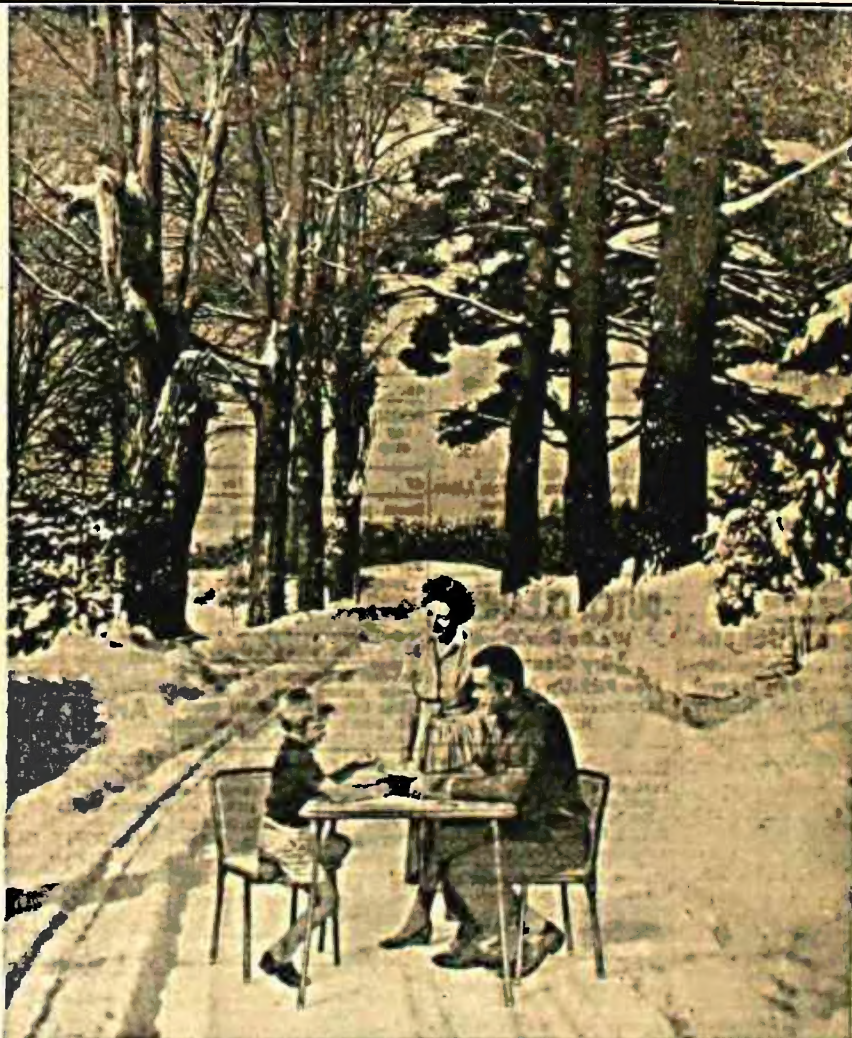


REV. BAKKEN

MANY VOICES

The religious market of today is like the midway of a great fair. A lot of voices are shouting to come their way. Do you know when to leave the door open and when to shut it? Keep your mind open to those who proclaim salvation through the blood of Jesus Christ and add nothing to the Book which God has given us.

L.G. Lutheran Church Message



AIR CONDITION! LIVE IN COOL COMFORT

Give your family air conditioning... for a happier and healthier home. Share all the joy of living in an indoor climate that's crisp, fresh, and invigorating. No heat, no sticky humidity... just pure comfort—clean, healthful, sublimely cool. You'll find that your family's appetites are keener, dispositions are happier. And housekeeping is easier, because air conditioning

helps to keep out dust, grime, and harmful pollens. Air conditioning is surprisingly inexpensive—and yet it skyrockets the value of your home. You can choose from a wide variety of modern air conditioning systems. There's air conditioning for one room... and air conditioning which provides your round climate control for your entire home.

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Review-Bulletin WANT ADS

The Dimmer View

BY MAX GOODWIN

(continued)

could have been reduced even further, to perhaps \$1.07 if the irrigation district office had electronics equipment.

"Our billing equipment is so antiquated and slow in comparison to the new electronic brain devices now being built that we were all but forced to round out the rate without odd pennies on the end," he said. Extra billing expense on an odd penny rate would have cost the district \$5,000 each billing period in extra time.

Modern billing practices can have its drawbacks, too, according to a short story item in the current Reader's Digest. A utility firm, the Washington Gas and Light Company, uses one of those super-super billing machines which emits punch coded cards. The card look similar to government checks. Inevitably, one turned up in a super market. A cashier cashed it!

We exchange newspapers with a score of publishers around the country. One, the Allen County (Tenn.) News, has a column under an intriguing title. Name of the column is "Of Time and Space" but the writer, a gentleman named Harold Holland, disclaims scientific connection by explaining in type between the heading and his column that he is merely trying to kill the former while filling up the latter.

Youngsters have an uncomplicated way with words. Probably as uninhibited a set of definitions as any yet collected is a list compiled from the first grade students by a supervisor of elementary education at Long Beach.

(Continued)

street right-of-way providing four traffic lanes, the 18-foot-wide divider and a big shrinkage in present parking facilities along the thoroughfare.

Mack said consideration of the cut in parking facilities would be secondary since the property owners evidently are not backing a move for an improvement district under the 1911 act.

"We can't help what it'll do businesswise," Mack said. "We must give heed to traffic needs. The traffic on Broadway justifies the improvement," he said.

Next step in county plans, Mack said, would be to formulate designs and then begin acquiring right of way along the business strip. No estimate as to total cost of the project could be given now, he said.

The present fiscal budget has \$140,000 earmarked as a county contribution to the possible 1911 improvement act move by Broadway property owners. Mack said the inclusion of the amount in the present budget was an indication of good faith on the county's part towards those proponents of an improvement district.

"But the district improvement move has evidently failed flat," Mack said. "Only less than a dozen property owners out of more than 100 have even signed in favor of the alternate plan."

The Lemon Grove Junior Chamber of Commerce had earlier circulated petition for an alternate plan which would eliminate the wide center island and save present parking facilities. Mack said the county had asked for indications from property owners more than a year ago if an improvement district would be underwritten by the owners.

Some business building leases had indicated they would be willing to make adjustments in present lease agreements to pay for part of the cost involved for the property owners if the improvement district was undertaken.

The county board of supervisors, Mack said, need an approved legal action—such as the 1911 improvement district act—before consideration could be given an alternate plan since monies then would have to come partly from property owners.

"The county must have a favorable indication from at least 51 per cent of the property owners and would prefer a minimum of 60 per cent," Mack said.

"Under the improvement district alternate a total of \$250,000 in county money would be spent on the project. Half of this amount is earmarked for expenditure this year if the improvement district would be underwritten by the owners.

Under the county's 100 per cent-backed wide divider plan, owners would not pay for improvements.

Dear Sir: A list which combines freshness with clarity and enthusiasm was printed recently in the publishers' trade publication, Here's some samples:

"A dream is something you think when you're asleep."

"Mountains are a place that's hard to go up but easy to come down."

"A mustache is something old men get... A mustache is something close to wash."

"Eyebrows are something women shave off."

"Little stones are big rocks chopped down."

"Cats are for dogs to chase."

"Dogs are made to like people."

And probably the most uninhibited of them all: "A package is something to say, 'You hoo! Look what I got!'"

(Continued)

A request for a check on the stagnant water by county health department sanitarians left something to be desired, Mrs. Persons charges. "They haven't even taken a sample of the water to be analyzed," she said.

Dr. Sydney Clark, assistant director of the health department, said Wednesday a check had disclosed sanitarians had checked the pool and declared it uncontaminated. "There's no evidence of sewage seepage there," he said. "All houses are on sewerage lines in that neighborhood," he added.

When informed there are swimming pools used by residents on an adjoining hillside, Dr. Clark said this angle would be checked out. He said no analysis of the water had been requested and the sanitarians had decided no evidence of contamination was present.

Dr. Clark said a further investigation would be made. Parents were warned to caution children playing near the pool to avoid contact with it in the meantime.

(Continued)

In the 24-page tabloid section of this issue of the paper.

Inside the big tabloid can be found complete details on some of the outstanding values being offered. The sale will continue from Thursday through Saturday this week. Merchants suggest shoppers come early and stay late to visit all the shops offering the big mid-summer reduced prices.

President Earl Nelson of the Boosters said this week it is one of the biggest sales promotions in local history. "We want all our community residents to take part in this summer sale," Nelson said. "It's really a big treat and a time when every single person in the family will find bargains on desired articles."

(Continued)

application of Lemon Grove's Skyline Wesleyan Methodist church for a special use permit for a baseball field, bleachers and a refreshment stand, to be used by the little league.

The planning commission's action was a reversal of approval it gave for the same projects at a public hearing two weeks earlier. The second hearing was held due to protests that all property owners in the area had not been notified. The church planned the development of eight acres on Skyline drive, off Jamara road.

In its previous approval, the commission ordered that no lights or loudspeakers be installed at the field. The planning staff last Friday recommended that the application again be approved, with the same restrictions.

Protesting, Billy Castle, Otto Bernhard and Russell Foster, Robert Buckner also spoke against the permit being granted.

Little League officials supported granting the permit. When it was denied they indicated an appeal would be made to supervisors to reverse the planning commission action. A request for permission to continue to play until supervisors acted was made but commissioners said they had no authority to grant the plea.

"But I know what I'd do if I were in your position," Commissioner Martin declared. About 20 boys play at the field, which has already been put in use, although no permit was granted.

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Lost & Found
LOST—Sat. night; strayed from yard, black male cocker, grayish chin. Answers to Sparky. Reward. HO 9-1003.

LOST—Yellow gold lady's Bulova Watch—Case no. 0738057. Reward. HO 9-9853.

LOST—Glasses, near Skyline Methodist church July 5, black plastic frame, brown metal case. HO 9-9853.

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Business Opportunities

BUSINESS OPPORTUNITY
Local area Man or Lady wanted
to service and collect from
co-operated dispensing equip-
ment. 4 to 9 hours weekly earns
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age limit or selling but must have
car, references and \$800 working
capital. For interview give per-
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Write Box 4872, Dallas 6, Texas.

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Responsible person from this
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automatic dispensers. No selling.
Age not essential. Car, reference,
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ing room, 1 block from bus
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Close in, 3241 Buena Vista
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For Rent—Sitting room bedroom,
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55 Houses For Rent: Unfurnished
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875-1 bdr. modern; new; stove,
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Have cash for nice home in LG.
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3 bdr., 2 bath Homes by White
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features include w/w carpeting,
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tures. Sliding glass doors open
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Open 14 Sat. & Sun.
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All used, but serviceable.

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Up To 3 Years To Pay
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See the new Kinsman organ
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Prompt Day or Night Svc.
All Work Guaranteed
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40' 2 bay central L.A. \$28.95
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day or night HO 2-4466
908 East Washington

RED HOME TV SERVICE
Tubes Tested & Set Adjusted \$3
HO 4-2703 JU 2-3438 HO 6-1877

Symphony Group

Sets Meeting
The Poothills auxiliary of the
San Diego symphony will meet
at the home of Mrs. Donald L.
Daley, 4829 La Cruz drive, La
Mesa at 10 a.m. Thursday this
week with Mrs. Philip S. Mount-
joy, chairman, presiding.

Mrs. Richard C. Adams, vice
chairman, will report on strip
ticket sales. After a business
meeting luncheon will be served
around the pool followed by
swimming.

Assisting Mrs. Daley will be
Mrs. Richard C. Adams, Mrs.
Edwin Kenke, Mrs. Roland J.
McMahon and Mrs. Robert E.
Jaxon.

RANCO SON BORN
Mr. and Mrs. James Ranco,
8115 Jamacha road, became pa-
rents of an eight pound, eight
ounce boy, James Richard, at
Paradise Valley hospital July 11.

Furniture & Rugs

FURNITURE REPAIRING
FURNITURE REFINISHING
By
European Experts
AT 3-3632 AT 1-4435

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is worth \$1.00 credit on any
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High \$ Auction Mart
NEW AND USED FURNITURE
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Private Sales Daily
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Birds, Pets & Supplies
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some are babies. Cheap. Call
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7151 North Ave., Lemon Grove
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Fried Shrimp Dinners or Basket
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NOW WRECKING
Most all Models of Cars
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1955 MERCURY
Excellent Condition
\$1095

Johnny Johnston's Motors
7331 EL CAJON BLVD.
La Mesa HO 6-4125

FOR SALE—49 Olds, 6 cylinder,
hydraulic trans., \$200. Call
HO 6-1034.

FREE—FREE
Free—5 kittens, 8000 Palm. Can
be picked up anytime.



GETS POST—Frank E. O'Connor, past grand knight of San Miguel council 3667, who lives at 8365 Mt. Vernon street, was recently appointed district deputy of the Knight of Columbus for district 51 by the state deputy. He also was elected president of the coordinating council of the organization in this district. O'Connor is also faithful captain elect of Balboa general assembly of the fourth degree Knights of Columbus. He will be installed in his new office this month.

(Review Photo 1092)

DeMolay Set For Fete Saturday

The newly initiated Lemon Grove chapter of DeMolay will be installed and officers installed at 8 p.m. Saturday of this week at the Masonic temple, 300 Cedar street.

Fred S. Lipscomb, son of Mr. and Mrs. Willis L. Lipscomb, 2008 Willow street, will become master counselor.

Others to be installed are: Orville Hay, senior counselor; William Stevens, junior counselor; Ronald Graves, treasurer; Russell Vutch, senior deacon; Lee Wooten, junior deacon; Thomas Devin, senior steward; and Nellie Wabreck, chaplain.

Richard Burns, marshal; Eric Fulton, standard-bearer; Wayne Miller, orator; Raymond Bieri, sentinel; George Crook, scribe; and Robert Nelson, proficiency examiner.

Preceptors will be James McDaniel, William Holmes, Curtis Cooper, George Radick, Robert Jensen, John White and Larry Smith.

Soroptimists Meet For Breakfast Talk

Lemon Grove Soroptimists will hear a report of the recent Soroptimist president will give the Maryann Graham, La Mesa Soroptimist president, will give the report.

Meeting will be held at Dinner Bell cafe Tuesday at 7:30 a.m.

Citrus Mart In Europe Gets Study

F. R. Wilcox, general manager of the Sunkist Growers, Inc., last week warned citrus producers of southern California against using European farm markets as dumping grounds for inferior US citrus products. He spoke before the Los Angeles chamber of commerce World Trade and Agricultural committees. He is chairman of the chamber's agricultural committee.

Wilcox, who recently returned from abroad, based his warning to American growers on the highly competitive nature of the foreign market. He said US producers must ship good quality citrus, or we will lose much goodwill.

He pointed out that Europeans, especially Germans, are undergoing a severe diet change. The German people are health conscious and there is a renewed interest in fresh fruits and vegetables. With this increased demand, Wilcox foresees additional business for southern California citrus growers in the export field.

"The American growers are already getting more than their share of the citrus business abroad and a good marketing situation in the European countries is expected to continue indefinitely," Wilcox said.

Square Dance News . . .

COUNTRY COUSINS

Proving that square dancing is universal, there was a group of square dancers from the Coral Kickers Club of Honolulu, at the July 5 dance of the Country Cousins, in the La Mesa junior high school. Also included among the many guests was the Heartland Couple of the Month, Dan and Roberta Boone of the Frontier Squares. George Vagthorg was club caller, assisted by Bill

Pugay of the Coral Kickers. July 12 was party night for the Country Cousins, the event also being held at the LM junior high school.

Final plans are made for the annual club picnic Sunday, at Holiday Ranch, two miles east of Flinn Springs on highway 80. Festivities will be from 6 to 11 p.m. A pot luck supper will be followed by square dancing to the calling of Rapid Ray Columbe. There will be swimming for those who desire.

HUFF 'N' PUFFERS

Dick and Mary Hildey of Camperol, Spring Valley, were recent-

ly elected presidents of the Huff 'N' Puffers square dance club, which meets in the Spring Valley chamber of commerce hall. Other officers elected were: Don and Maxine Kearney, vice presidents; Jim and Bea Lagare, secretaries; Olin and Fern Snow, treasurers; Phil and Ted Hedges, hospitality chairman; and Nels and Tova Nelson, assistant hospitality chairmen.

A dance and winter roast will be held at Spring Valley on July 18.

There was quite a large delegation from other clubs at the July 1 dance. The guests were from the Country Cousins, the

Deanza Dandies, Rainbow at Spring Valley junior high as usual.

The president and his wife, Dan and Roberta Boone, have been very busy this month visiting all the Heartland federation clubs as couple of the month.

FRONTIER SQUARES

The regular dance will not be held by the Frontier Squares as they are one of the hosting clubs at the San Diego round-up in Balboa Park, August 2 will find the Frontier Squares back

usual.

The president and his wife, Dan and Roberta Boone, have been very busy this month visiting all the Heartland federation clubs as couple of the month.

MR. LEVIS & LACES

The Jr. Levis and Laces are planning a swimming party for their July activity. The party will be held at the La Mesa swimming pool. All members are cordially invited to attend.

COUNTRY COUSINS

Country Cousins second Saturday party dance drew a big crowd. In addition to many local

Lemon Grove (Call) 227-127, July 17, 1958 Page 7

guests Chuck and Frieda Miller, Anaheim, and Bill and Nellie Hutz, Decatur, Illinois, were present.

George Vagthorg called with Bill Neller as a guest.

On July 10 Ray Columbe will call at the La Mesa junior high school when the Cousins square up again.

FREEY GIRL BORN

Mr. and Mrs. Lawrence Frey, 630 Sawtelle, became the parents of a six pound, seven ounce girl, Linda Louise, at Paradise Valley hospital July 10.

BROADWAY'S Budget Stretching FOOD VALUES!

MINUTE MAID FROZEN — 6-oz. Can
LEMONADE **10**^c_{ea.}
 12-oz. Cans 2 for 39c

LADIES CHOICE
 3 POUND CAN
SHORTENING **79c**

STOKELY—303 Can
 Whole Kernel
CORN **2** For **29c**

CASE & SWAYNE—2½ Can
 SLICED FREESTONE
PEACHES **29c**

POINT LOMA—46-oz.
PINEAPPLE JUICE **4** For **\$1⁰⁰**

CASE & SWAYNE—300 CAN
PORK & BEANS **10** For **\$1⁰⁰**

POINT LOMA—24-oz. Bottle
GRAPE JUICE **3** For **\$1⁰⁰**

PAY DAY—46-OZ. CAN
TOMATO JUICE **4** For **\$1⁰⁰**

3 BEES BRAND
 5-POUND PAIL
HONEY **99c**

1-lb. Packages In Quarters
 SILVERGATE
Margarine **2** lbs. **45c**

MEAT VALUES

BROIL OR BAR-B-Q

SIRLOIN OR SMALL STEAKS **79¢ lb**

FOR OVEN OR BAR-B-Q

BONELESS ROAST RUMP **79¢ lb**

CHUCK ROAST **49¢ lb**

FREEZER SPECIALS

SIDES OF BEEF 55¢ lb BEEF HINDQUARTERS 59¢ lb

Cut & Wrapped and Frozen for your Freezer as you desire.

Put these **FOOD BUYS** *on Your Shopping List!*

Green and Firm	CUCUMBERS	} 5	¢ lb
Medium Size—Local Grown	TOMATOES		
New Crop—Firm Heads	CABBAGE		
Sweet Meated—Vine Rip	CANTALOUPE		
Crisp and Fresh From Local Growers	BELL PEPPERS		

BROADWAY MARKET

BROADWAY AT MASSACHUSETTS LEMON GROVE HO pkins 9-6962

CENTURY PLANTS BLOOM IN VALLEY HOME YARDS

Two Century plants, said to be of the Agave family, are blooming in the front of the Bates Frantz home, 3781 Bancroft drive, Spring Valley. The plants, with their all green blossoms, are about 15 feet high.

Mrs. Frantz said that when she and her husband moved in the house, about 18 years ago, the plants were about three years old. This is the first time they have bloomed. A spokesman from Hunter's nursery said the plants sometimes die after they have bloomed.

There are several other century plants, of other varieties, in the Valley that are blooming or about to bloom. The Hunter's nursery spokesman said the book on plants lists about a page of different century or Agave plants.



BUT WHY?—Little Danny Bradshaw here shows a quizzical expression to his sister Sheila May after inspecting one of two century plants now blooming in the Spring Valley home yard of Bates Frantz. Danny wouldn't miss blooming period. His only question is why the plant doesn't bloom more often and if he has to really wait 100 years for another blooming time. The youngsters are the son and daughter of Mr. and Mrs. G. M. Bradshaw, 3555 Bancroft drive, Spring Valley. (Review Photo 1084)

SV Youths Face Jail For Deeds

Two Spring Valley boys, one 14 and the other 15, were picked up by Deputy Sheriff Robert Ryan July 8 after a Spring Valley car was reported stolen.

The car, a 1954 Ford station wagon, owned by Howard D. Brunswick, of 2939 Helix street, was taken from his driveway, he reported. He said that he had left the keys in the ignition switch.

Deputy Ryan said the station wagon was driven to Pacific Beach, where the two boys had trouble with the lights and then abandoned the car. Then they stole another car in Pacific Beach and abandoned it at Bancroft drive and Troy streets in Spring Valley.

By checking with neighbors and youngsters in the area where the second car was found, Ryan was able to determine who the two boys were. They were turned over to juvenile authorities. Shortly after the 15 year old escaped from officers and was later picked up in Arizona.



On any occasion
The man of the hour
Is the one who buys
And installs a new shower.

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PLUMBING & HEATING
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7203 BROADWAY
LEMON GROVE, CALIF.

Freddie FIX-IT
BY JUD MAY

SV Population Set Near 12,000 Mark

There are approximately 12,000 people in the Spring Valley area, Mrs. Betty S. Robinson, secretary of the Spring Valley chamber of commerce reported this week. She said figures were based on a report from the LMSV school district.

Ray Steady of Nabal drive, Hemetlands, has requested the SV chamber consider letting the congregation of a newly formed Spring Valley Methodist church meet in the SV chamber of commerce hall until the church is built. Ground for the new church has been purchased at Nabal and Avenida roads. It may be some time before work starts, Steady said.

There is now over \$300 in the fund to restore the old adobe building, reported Chet Smith, chamber treasurer. No immediate plans are under way to start work on the building.

Mrs. Ethel Blush of 3667 Bancroft drive, rejoined the chamber after being out for several years.

Visitors to the last meeting were Mr. and Mrs. Ray Steady of Nabal drive. Mrs. Caroline Mackelwicz of Tyler street, and Emil Caldwell of Helix street.

Due to summer vacations there will be no regular chamber of commerce meetings during July and August. Next meeting will be September 29. The board will continue to meet.

★ Miami, Fla.—William Haast, veteran snake handler, has survived another bout with a rattlesnake. This time, a 4-foot rattler bit him on the left hand while a group of tourists watched at Haast's Miami serpentarium. Taken to a hospital by his wife, Haast was given serum to counter the effects of the rattler poison. In all, Haast has suffered 55 poisonous snake bites, including 29 from cobras and related snakes.

Certificate of Individual Name No. 24780
STATE OF CALIFORNIA,) ss.
County of San Diego,) ss.

I hereby certify that I am transacting business at 7302 Broadway, Lemon Grove in the State of California, under a delinquent not showing the name of the person interested in such business to-wit:

O. K. RUBBER WELDERS
Daniel N. Adler
5434 Dwight, San Diego
STATE OF CALIFORNIA,) ss.
County of San Diego,) ss.

On the 18th day of June in the year one thousand nine hundred and fifty-eight, before me personally appeared Daniel N. Adler known to me to be the person whose name is subscribed to the foregoing instrument and he acknowledged to me that he executed the same.

WITNESS my hand and the seal of my office this 19th day of June, 1958.

JOHN G. WENDEL
NOTICE TO HEIRLY Expires
November 2, 1958
L. G. Review, June 26, July 3, 10 & 17, 1958.

NOTICE TO CREDITORS
NO 6122
Estate of Charles S. Pierce, Deceased
Notary Public for A. E. GALLAGHER as the Administrator of the above entitled estate, to the creditors of, and all persons having claims against the said deceased, that within six months after the first publication of this notice, they either file with the necessary vouchers in the office of the Clerk of the Superior Court of the State of California, in and for the County of San Diego, or present them with the necessary vouchers to the said Administrator at his place of business, 3522 Congress St., San Diego 10, California.

Signed A. E. GALLAGHER, Administrator of the Estate of the above named decedent.
JAMES DON KELLER, District Attorney and County Counsel
By DUANE J. CARNES, Deputy Attorney for said Administrator.
L.G. Review July 3, 10, 17 & 24, 1958.

NOTICE OF PUBLIC HEARING
NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of San Diego will hold a hearing on Tuesday, July 28, 1958, at 2:00 p.m., in Room 310, San Diego City and County Administration Building, Civic Center, San Diego, California, on the proposal of the County Planning Commission to amend Section 2 of Ordinance No. 100 (New Ordinance), as amended, to read as follows:
It shall be unlawful for any person, firm or corporation to build, construct, or erect, or cause to be built, constructed or erected, any building or structure, or any portion thereof that is in violation of the center line of the hereinafter described portion of Olive Avenue (more than a line which is parallel to and distant seventy five (75) feet therefrom).

That portion of Olive Avenue extending from the north and south center line of Section 32, Township 14 North, Range 1 West, S.B. 1411 (being the eastern boundary line of the Lemon Grove Zoning District, District Map No. 12, as described in the Zoning Ordinance) to Helix Street as shown on the map of La Mesa Country Club Tract No. 1, Map No. 1739.

Violations from this requirement may be applied for and granted to the manner specified in Articles XXXII and XXXIII of The Zoning Ordinance (Ordinance No. 1492 (New Ordinance as amended)) and the repeal Section 3 of said Ordinance No. 149 (New Ordinance as amended).
The County Planning Commission, after making the investigation and holding the public hearing required by law has recommended that the proposed amendment be adopted.

For further details reference is hereby made to the remonstrance of the County Planning Commission, including the proposed amendment submitted by said Commission, which is on file in the office of the Clerk of the Board of Supervisors, Room 306 of said San Diego City and County Administration Building.
R. B. JAMES, County Clerk and ex officio Clerk of the Board of Supervisors
By C. Louis DeLuca
L.G. Review, July 17, 1958.

Salvation Army Camp Dates Set

The Salvation Army announced today that it is now accepting applications for its summer camp to be held July 22 through the 28th.

The summer camp located just north of Hollywood, is known as the Mountain Crag camp. Youngsters attending this camp will be able to hike, swim, cook out, sleep out, and have other benefits which are only offered in camping situations. A full craft program is also offered.

Bill Miller, San Diego-Chula Vista camp coordinator, announced that applications can be obtained through the main office of the Salvation Army, 830 5th avenue. The total cost including transportation and all operational costs is \$25 per child.

Lemon Grove, (Calif.) REVIEW

July 17, 1958 Page 11

• The number of new science teachers is up over last year; in fact, the per cent of increase of new science teachers—with math teachers following in second place—will be greater than in any other high school field. The per cent of increase in science is 18.8 per cent; in math it is 18.4 per cent.

BUSINESS DIRECTORY

ACCOUNTANT

A. E. "Bob" Howell

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Alterations on Men's & Women's Clothing.
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7890 BROADWAY
HO 9-8155 HO 9-8154

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High S Auction Mart
NEW & USED FURNITURE
AND APPLIANCES
Auction Every Sun. 10:30 a.m.
Private Sales Daily
7061 RDWY. HO 6-2192 TERMS

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L & R
Auto Parts
MARTIN SEMOUR Auto Paint
MACHINE SHOP — Blocks
cracks repaired, cylinders rebor-
ed. Motor rebuilding, pin fitting,
drum turning.
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PAINT & BODY CO.
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7315 Broadway HO 3-2512

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Auto Repair
WELDING
OF ALL KINDS
COMPLETE AUTO REPAIR
• Mufflers • Body & Fender
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FRANK KYGAR & SONS
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AUTO RADIATOR REPAIR
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AUTO RADIATOR CO
Radiators Cleaned & Repaired
Louis J. Glaser
7852 Broadway HO 9-7014

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CLEANING AND REPAIRING
MEAD'S
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O.K. TRED WELDS
SAVE YOU 66 2/3%
First In Tubeless Retreading
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AUTO WASH & POLISH
Lemon Grove Automatic
Car Wash & Polish
Free P.U. and Delivery on Polish
7457 Broadway HO 3-4397

"World's Best Car Wash"
AUTO TIRES & RETREADS
RETREAD 50%
and SAVE
Budget Terms
LEMON GROVE TIRE CO.
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BEAUTY SHOP

Juanita's Beauty Shop

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HO 9-2035

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Beauty Shop
One of the Area's Oldest
Cutting, Styling & Tinting
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Jean C. Parsons

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Permanents Our Specialty
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2884 EL CAJON - BLOCK WEST OF 30th St.

★ The 1st Marine battalion landed in Cuba in June 1958, becoming the first US unit to land during the Spanish-American war. Shortly after, they fought the first land battle in that war at Cuzco, near Guanahama bay.



HEY KIDS!!

● IT'S FREE!
● IT'S NEW!
● IT'S NEWSY!

Free bus transportation to and from Lemon Grove and Spring Valley each Saturday and Sunday through vacation to the popular children's matinee skating sessions at Sweetwater Rink in National City. Admission and skate for 12 and under, 40c. If over 12, add 25c for skate rental. Session 2 till 4:30.

BUS SCHEDULE:
Lx: (Lemon Grove) ... 1:15
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Return to above points ... 1:45-2:00
Be sure to tell your friends ...
Look for this ad each week.

SWEETWATER ROLLER RINK

National City
Phone GR 7-7602
700 East 24th of Highland

La Presa Water On For Area

The valve to start the water flowing in the La Presa county water district will be turned on at 10 a.m. Thursday of this week at the pumping station, near Sweetwater Springs and Jamacha boulevards.

On hand for the ceremonies will be county officials, officers of the LP water district, representatives of the Boyle engineering company and the press.

The district, which was originally 2500 acres, has taken on an other 1000 acres including the La Presa area and north nearly to Campo road. Formed in June of 1957, a bond election was held in November and the bonds sold early this year. Total cost of the project was \$268,000.

★ Quartermidget racing cars, with drivers from 4 1/2 to 12 years of age, will compete in a special program, June 30, at the Southern California exposition and San Diego county fair in Del Mar.

PIZZA?

85c UP

SPAGHETTI?

Call us 10 minutes before you are ready to eat and we will have your order waiting for you — Piping Hot!

LIDO'S on Broadway
Near Mass.
HO9-9901

SV Industry Takes Over New Quarters

One of Spring Valley's industries, and early American furniture factory, will occupy new quarters at Bancroft and Olive drives, sometime this month. Owners of the factory, Leo and Mary Baker, of Lemon Grove, have been making furniture for the past two years at 9108 Olive drive, under the name Baker Manufacturing Company.

The new all-steel building will cover 10,000 square feet, and be equipped with the latest of machinery. The Bakers hire ten to twelve employees at all times. The furniture they produce is a replica of Early American 17, 1800's.

Two interesting pieces of machinery in the Baker establishment are an automatic bolt-sander, which can sand three to 4,000 feet per hour, and a Baker designed hole drill with seven bits, all drilling at the same time. There are two other drillers, one with three bits and the other with five. Baker said much of the machinery in his factory he designed himself.

The Baker business is entirely wholesale.

Casade Oro PTA Plan Set

Program planning for the coming year is in full swing for the Casa de Oro PTA. With the main emphasis on education, plans are being made for meetings that will include such things as discussions and talks on American education versus European, a special education program and one planned by the parent education chairman. Also to be included is one night devoted solely to family fun.

It was decided by the committee which met July 2 at the home of Mrs. John Colton, program chairman, that the first meeting be a talk by Mrs. Gail Edwards, former president of 9th district PTA and currently California state vice president in charge of organization, on "What is PTA."

It is hoped that this will make all those new PTA both welcome and needed from the very beginning.

"Great is TRUTH. Fire cannot burn, nor water drown it" ... —DUMAS

US GOVERNMENT RATES CHIROPRACTIC ... A "MAJOR HEALING PROFESSION"
When the United States Government defines the exact position of chiropractic in point of service to the nation's health, it becomes a matter of interest to all of America. Chiropractic is classified in "major group 80" and is rated as one of 4 major healing professions. They are:

Doctors of Chiropractic
Osteopathic Physicians
Physicians and Surgeons
Dentists and Dental Surgeons

All other healing groups fall under "Health and Allied Services Not Elsewhere Classified." They are: Chiropractists, Nutritionists, Occupational Therapists, Physiotherapists, Optometrists, Registered Nurses, Naturopaths, Physiotherapists, Sanatoria, Rest Homes, Curative Baths and Spas.

The unassailable judgment of this official publication establishes the standing of the chiropractic profession in the nation's service.

Serving humanity is the dedicated task of all the healing professions. Co-operation between them rewards the sick and suffering—as well as those who minister to them. The nation's health is a priceless asset. It must be guarded with equal vigilance by everyone in the healing professions. Not one—but all of them are responsible for the recovery of the sick and the maintenance of health. Doctors of Chiropractic and the National Chiropractic Association, as always, extend their full co-operation to all legitimate healing methods.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."

THREE TRUTHS YOU SHOULD KNOW

● 550 Insurance Companies Recognize Chiropractic.
● 1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.
● 4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

DR. N. V. BARTON
CHIROPRACTOR
7340 1/2 Broadway
Lemon Grove
HO 9-5525



CUTTING COMBINE—This combine recently cut some 750 acres of barley at the outskirts of Spring Valley in an operation reminiscent of grain belt residents.

(Review Photo 1089)

Valley Barley Crop Adds Midwest Tinge

North Dakota and Kansas may have their broad fields but right here in Spring Valley there are 750 acres of the most beautiful barley you have ever seen.

These acres, owned by Fred Hansen, local developer, lie west and south of the La Mesa airport, at the end of Sweetwater Springs boulevard. But unlike mid-west fields, these 750 acres are partially on slopes, their vista takes in Sweetwater reservoir, San Diego bay and the Pacific ocean, including Coronado Islands. The area, says Hansen, is the perfect climate belt with gentle breezes blowing at all times.

The land on which the barley grows is partially adobe, but the greatest part decomposed granite. It has been used for about 12 years, being fertilized from time to time as it is seeded. The barley crop compares favorably with other county areas during the wet weather.

As a usual thing the crop planted before Christmas is the heavier yield, but this year, because of the heavy rains, the later seeding proved to bear a heavier crop. The heaviest crop reported in one season was 15 sacks to the acre. The barley sacked about 120 pounds each. Of course, Hansen said, there have been poor years, when the harvester stayed in the shed. The barley has been sold locally and then shipped to other parts of the nation.

To harvest the crop three workers, one driving the tractor and the other two on a Case harvester, do all the work. The harvester cuts the grain. The operation is so systematized each time the equipment comes around the field, six sacks of grain are placed in the same area as they are ejected from a metal chute on the harvester.

★ A total of 220,000 new, qualified teachers will be needed in the public schools next fall. The net shortage is figured at 135,000.

New Homes Underway In CdO

The first unit of Helix Vista, a new housing tract in the Casa de Oro district is scheduled to begin building this week, according to Arnold Dahl, secretary of the corporation.

Five models are scheduled to be built first and then work will go ahead on the rest of the unit which will include 57 homes.

There will be five units in all and the filing of the second unit map should take place within 30 days, Dahl said. Contractors are Timmins and Thompson of Spring Valley and Ken Bittern and Associates of San Diego.

The Helix Vista homes will be ranch-type, with from 1400 to 1500 square feet. Most of the homes will have three bedrooms. The prices will be from \$18,000 to \$24,000. However there will be a larger model, Dahl said.

LESSON—SERMON SET

God seen as Life, illuminating His creation with vigor and energy, philanthropy and joy, will be expounded in the Lesson-Sermon on Life in Christian Science services Sunday when passages will be read from the Bible and the Christian Science textbook, Science and Health with Key to the Scriptures.

Two Resign Posts In SV Fire Group

Mrs. Caroline Harris, secretary of the Spring Valley fire commissioners and Keith Curtis, a commissioner, both resigned from their posts July 9.

Mrs. Harris said "the job is getting too big, due to the growth of the district." She said not being able to do justice to her regular job was a consideration. She is with the county auditing department at civic center and has just received a promotion. She has been with the fire district about seven years.

Curtis said his reason for resigning is the job interferes with his business. He has a barber shop near fire station number one. Curtis has been commissioner about two and a half years. Before that he was a volunteer fireman.

The two resignations have been sent to the county board of supervisors for further action. The fire department recently purchased a Cadillac ambulance in Los Angeles. Delivery is expected late this week.

The 300 acres in the Bollenbacher-Kelton tract south of Mt. Miguel high school and the high school are now in the Spring Valley fire district, according to a report from the commissioners recently. Harbik Lane, near Campo road, which was an island in the district for so long is also in the district.

The Spring Valley fire district, formerly called the Spring Valley fire protection district, is now the Spring Valley local fire district. The name change actually took place when the district was reorganized in March, due to new state legislation. The district covers about eight square miles. Although the district was reorganized it has carried on as before as regards all agreements and arrangements, the only difference is there are five fire commissioners instead of three.

Teenage Group Sets Dance

Parents of Mt. Miguel high students have organized a new summer-time Matador club promoting Friday night teenage dances in the patio area of the high school. It was reported this week.

Dancing to the Velvetones band will be this Friday from 8 until midnight. Club parents report. The dance is open to all high school age youths of the area. Further details may be obtained from Mrs. Gladys Mitchell at HO 9-2648.

Miguel Valedictorian Home From Hospital

Judy Myers, daughter of Mr. and Mrs. Roy A. Myers, 8863 Campo, Spring Valley, has been taken home from Grossmont hospital where she was hospitalized to have a pin replaced in her leg.

The pin was inserted in the bone after the leg was fractured in a hit and run car accident last summer. Judy's leg will remain in a cast for six weeks, according to doctors. She will be on crutches for several months.

The couple honeymooned at a nearby resort and will reside at 4718 32, San Diego. Both graduated from Helix high school and attended junior college.

CAMPOBASSO'S DELICATESSEN

5819 IMPERIAL (Just West of Encanto)
TO EAT HERE
PIZZA OR TAKE OUT ... 90c
7 varieties to choose from.
Phone CO 4-7018 for speedy order.

Spaghetti — to go \$1.20 qt. with 2 meat balls. QT serves two.

Open Daily
Except Monday

Imported and Domestic
Italian Wines & Food

BEER & WINE
EAT HERE OR TAKE OUT
Either way, Campobasso's authentic Italian food is the best in town.



WHAT'S DOING

W. H. Parker, your Telephone Manager in La Mesa



You're likely to see earth-boring machines like this one in action almost anywhere today. They're digging holes for new telephone poles. It takes only five or ten minutes to dig a hole, thanks to machines like this. Then power drills and pole-setting rigs help us put the poles in their places. With all these time savers, a two-man crew can usually put up about 15 poles in one day. You'll find phone people using the newest and fastest methods on all kinds of jobs. That means we can do a better, more efficient job for you.

A REMINDER!

As you know, postage rates are going up on August 1st from 3c to 4c. We would like to take this opportunity to remind all of our customers who mail their bill payments to us to be sure to put 4c postage on the envelope.

Since there is a penalty of 5c on all letters on which there is insufficient postage, and since we receive approximately 1,250,000 mail payments each month, you can see that a shortage of postage on these payments could amount to quite an expense for us.

Our sincere thanks to you for keeping this increased postage rate in mind.

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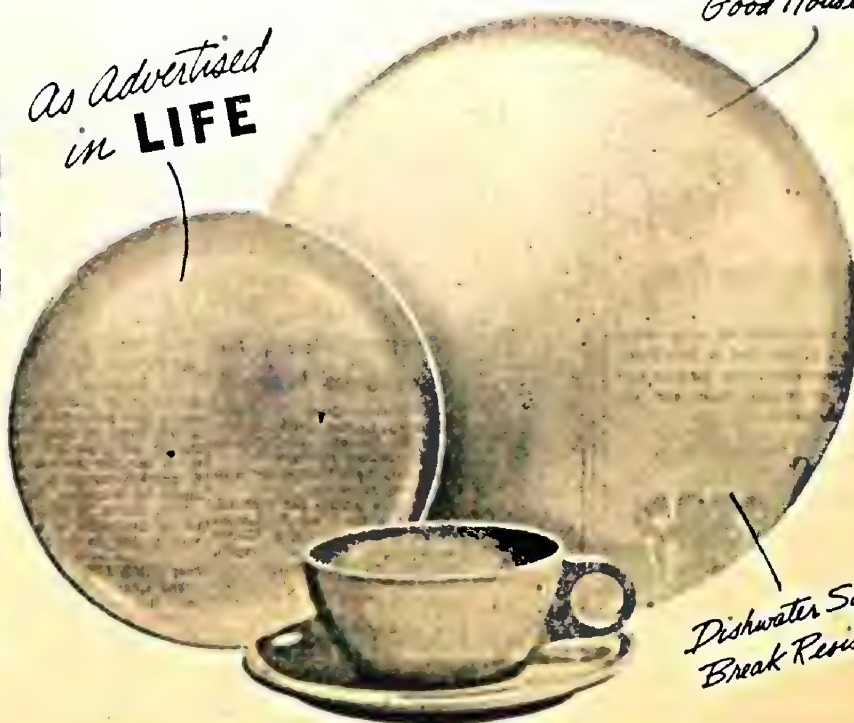
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\$4.60
VALUE
ONLY

49¢

DINNER PLATE
SALAD PLATE
CUP & SAUCER

As Advertised
in LIFE



Guaranteed by
Good Housekeeping

Dishwasher Safe
Break Resistant

with \$39 worth of Green Register Tapes

NO LIMITS ON PLACE SETTINGS

This fabulous "get-acquainted" Melmac Dinnerware offer continues... take advantage of it while it is still in effect! If you are not a Food Basket Super Shopper, begin today to enjoy the Bonded Meats, Fresh Bakery Delights, Famous Brand Groceries and Frozen Foods, Super Fresh Produce... and the low prices and wonderful services you find at Food Basket. Just save your green cash register tapes as you shop... when you have \$39.00 worth, bring them in and get your 4pc. Place setting for just 49c. You'll find it more thrifty and more fun to shop at Food Basket. Why not come in today?

Genuine MELMAC in six lovely colors

TURQUOISE JONQUIL YELLOW
CANYON RED MINT GREEN
PETAL PINK DESERT WHITE

Absolutely guaranteed for one full year
against breakage during normal use.

ACCESSORY PIECES AVAILABLE AT LOW PRICES

	REG.	NOW ONLY
16-oz. Soup Bowl, Set of 4	\$4.00	\$1.99
10" Open Vegetable Dish	\$2.85	\$1.99
10" Divided Vegetable Dish	\$3.25	\$1.99
14" Meat Platter	\$3.95	\$1.99
Sugar Bowl & Creamer	\$3.55	\$1.99

No Cash Register Receipts Necessary on Accessory Pieces
Complete your set now and save money

Listed here are but a few of the outstanding, money-saving specials you'll find at Food Basket this weekend! Check your daily newspapers for the complete list! Be sure to pick up Mary Morgan's special Marinade Recipe for Round Steak... and have the most delicious Barbecued Round Steak you ever tasted!



ALL
CENTER
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U.S. Graded Choice

Food Basket
Round Steak
69¢ lb.

Part of the fun of barbecuing is adding new foods to your list of barbecue specialties! And you can do just that with Food Basket's Bonded Round Steak... using Food Basket Home Economist Mary Morgan's exclusive Marinade Recipe! The result will be more wonderful than you can imagine! Pick up your free copy of the recipe at Food Basket this week... and get set for real fun and delicious eating!



Food Basket
Rump Roast

Cut in Food Basket's
Special Style!

Excess waste and fat is removed to give you more for your money! Fresh cut from finest U.S. Graded Choice... at a special low price!

69¢ lb.

Precision-Cut Ground Round... 69¢
Our famous Center Cut Round Steak, precision cut
Boneless Sirloin Tip Roast... 89¢
From U.S. Graded Choice... a tender beef roast
Boneless Sirloin Tip Steak... 89¢
The famous style served by finest restaurants

Boneless Top Round Steak... 79¢
A special low price for this flavorful Bonded Steak
Boneless Bottom Round Steak... 75¢
From finest U.S. Graded Choice, fresh cut
E-Z Cut Steak... 98¢
A Choice steak expert cut to cook in minutes

SUPER FRESH PRODUCE

Potatoes U.S. White Rose No. 1 10 lbs. 25¢

Very finest quality, bright and shining clean in a wide selection of sizes. At a low price!

Romaine 5¢ Squash Italian 9¢

Large bunches of locally grown Romaine Extra Fancy local, tops in quality

Cucumbers 5¢ Onions Yellow 3¢

Local Extra Fancy long green, waxy skin Medium size firm and flavorful... low price

STORE HOURS: Monday through
Saturday, 9 a.m. to 9 p.m.
Sunday, 10 a.m. to 7 p.m.

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Super Shoppers Find It More Thrifty To Shop In Food Basket's Modern Grocery Department

Kraft Mayonnaise 1 qt. jar 64c
The choice of women who are hard to please
Hunt's Catsup 16 oz. jar 2 for 29c
Tasty combination of red-ripe tomatoes and five spices
Maxwell House Coffee 1-lb. tin 85c
Deep roasted to improve and preserve the coffee goodness
Cut Green Beans DIAMOND A 2 lbs. 35c
4-oz. tin 2 for 35c

French's Instant Potatoes 1-lb. pkg. 29c
The easy way to have fluffy mashed potatoes in minutes
A-1 Meat Sauce 1-lb. jar 29c
Add to foods to give that homey meat sauce that's so good
Mushrooms QUAKER STATE 2 lbs. 31c
KILLS AND REMOVES marrows for dozens of tempting uses
Blue Bonnet Margarine 1-lb. pkg. 27c
An economical and delicious fat for use on as well as cooking

Food prices effective
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Limit rights reserved.

COLLEGE CENTER 6061 El Cajon Blvd. at College - LA MESA East end La Mesa Blvd. at Hwy. 80 - CHULA VISTA Third Avenue at I-15 - UNIVERSITY Avenue at 65th
POINT LOMA Talbot Street and Catalina Blvd. - PACIFIC BEACH 4516 Mission Blvd. at Grand - LEMON GROVE 3205 Imperial Ave. - EL CAJON 1099 East Main

Margaret Ballard, 96, Passes Here

Private funeral services for Mrs. Margaret Powers Ballard, 96, of 9141 Kneewood drive, Spring Valley, were held in the Little Chapel of the Roses, Glen Abbey, Monday morning of this week. Sonham Brothers mortuary was in charge. Mrs. Ballard passed away in a rest home July 11.

Born in Davison county, Missouri, Mrs. Ballard lived in Spring Valley thirty years.

Survivors include a son, Lewis Ballard of Lemon Grove, and two daughters, Mrs. Sophie Wafar of San Diego and Mrs. Beulah Shumlin of Eureka, Calif.

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Fine Fare for Your Family

The whole family will enjoy dining here... from Dad to Little Sister, everyone goes for our generous portions of favorite foods and our friendly service.

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100 Broadway Ave.
Chula Vista
5832 El Cajon Blvd.
San Diego



CHAMPIONS—These four ladies led the Lemon Grove Twirlers to victory in Oceanside diamond jubilee parade when they took first place in their division of the parade. The unit will parade Saturday during the Harbor Days celebration at Imperial Beach. Shown here, from left, are Karen Lamoreaux, Linda Mosher, Irene Kurz and Christy Mann.

Marian Olsen, 73, Succumbs Here

Mrs. Marian Olsen, 73, of 7070 Broadway, Lemon Grove, died in a hospital Sunday. She had been a local resident 12 years.

Services were Wednesday with cremation following.

Survivors include her husband, Carl A.; a son, Carl P., Lemon Grove, a daughter, Mrs. Esther M. McCann, Portland, Oregon, and five grandchildren.

MORE THAN
6,000 FAMILIES
READ THESE COLUMNS
EVERY WEEK

Vogues Say Farewell At Patio Luncheon

The members of the Vogue section of the Lemon Grove Women's club gathered in the patio of the home of Mrs. Vernon E. McKay on Tuesday this week for a surprise potluck luncheon to say bon voyage to Mrs. O. F. Smith of Monterey Heights.

Mrs. Smith is sailing August 1st for Australia for a six month visit to her native home.

POT LUCK SET
The Lemon Grove VFW post and auxiliary will have their monthly social pot-luck in Eucalyptus park July 22, at 6 p.m. All members are invited.

Lemon Grove (Calif.) REVIEW
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Star Light Second Hit In Making

When "Oklahoma," the musical was made famous by Hammerstein, Rodgers and Lorenz Hart, it became a Broadway hit. Now it is a limited engagement Thursday night show at the Star Light. The night show interest will center on two debuts. Jeannine Fetter, off long one of Star Light's top dancers, essays her first singing and dramatic role as Laurey, the demure little ranch girl, who is responsible for most of the romance and violence of the show.

Judie Lawler, a comedienne, with more bounce than a tennis ball and more explosive potentialities than an H-bomb, will make her Star Light bow as Addie. "The Gal Who Can't Say No." Playing opposite her as Will Parker, who tells about how "Everything's up-to-date in Kansas City," will be veteran comic, Bob by Finch, who, with his special 10-gallon hat, can't get through a seven foot doorway without stooping.

Others in the cast that made the 1955 production of the Rodgers and Hammerstein favorite an outstanding hit, will be: Gene Clarke, tall in the saddle and quick on the draw, as Curly, whose fine baritone will be heard in such American favorites as "The Surrey with the Fringe on Top" and "Oh, What a Beautiful Mornin'"; Charlie Cannon, the "Persian Peddler," Ali Hakim; John Powell, dirty and de-spicable, as Jud Fry; and Ruby Kisman, tough but lovable as Aunt Eller. Also adding to the general uproar of "Oklahoma" will be Baron Sutowski, proclaiming that "The Farmer and the Cowman Should be Friends"; Cliff Simmons, as Ike Skidmore, the peace-maker; Bob Stowers, gruff and stern as the U.S. Marshal, Corb Elam; Sally Sherrill, whose terrible laugh drives strong men to distraction, in the role of "Gigglin' Gertie"; and Chuck Meltzer, Bruce Cooper and Lorin Bennett in lesser roles.

Dances staged by Marquette Elliott, will highlight the "Kansas City" number, "Out of My Dreams" and the title song, "Oklahoma!" Setting by Ted Anheier and costumes from the motion picture will add color to the production as staged by Charles Newman.

With an unusually high season subscription and strong advance sale, choice seats are already at a premium. Military personnel, holding special cut-rate tickets, are urged to exchange them for reserved as soon as possible to avoid last-minute disappointment.

TYPEWRITER
SUMMER
Repair Special
El Cajon Typewriter
221 N. Magnolia Avenue
HI 2-3934



TRACKLESS JOB—Lemon Grove's whistle-tootin' train engine, Swinch 5102, was thrown for a loss last week when the track was pulled out from under it by a wrong-way switch. Officials of the SD and Arizona Eastern lines this week said it cost \$150 to put of 5102 back in business. Unfortunately there was no damage to its whistle which can be heard for some distance as the engine winds its way through the town on car-moving jaunts. (Review Photo 1092)

Grossmont Auxiliary Sets Plans

Grossmont hospital women's auxiliary has set four general meetings to be held during the year, two will be luncheons, the awards meeting in October and the installation meeting in May; and two, January and March, are to be "cafes." Dates, hours and places will be announced in advance. May 2 and 3 were set as dates for the third annual benefit polo tournament sponsored by the auxiliary.

According to an announcement made by Mrs. Arthur Elliot, membership vice president, the organization is starting its new year with 308 names on the roster, including life member, renewals and juniors. The auxiliary year started June 1.

Mrs. L. L. Lewis, director of hospital volunteers vice president, announced the new year's second indoctrination session on Wednesday, July 23, 9:30 a.m., in the cafeteria of Grossmont hospital. Indoctrination is a must for new members and desirable for all members who wish to be well informed about the auxiliary

and the hospital.

The next meeting of the executive board will be held August 8.

Mrs. L. R. B. Henriksen, La Mesa area chairman, Grossmont hospital women's auxiliary, has announced a meeting of that group to be held on Friday, July 18, 10 a.m., in the home of Mrs. W. C. Heath, 638 Lemon Avenue. This meeting will be a departure from the norm in two respects. It is being held in a private home instead of the usual meeting place, the La Mesa women's club, and it will take place in July when other areas are reviewing their meetings. The announced purpose of the affair is to do sewing for the hospital. Members have been asked to bring a sack lunch. Coffee will be served by the hostess.

La Mesa area officers appointed by Mrs. Henriksen are: Mrs. Howard W. Rollings, co-chairman of the area and membership chairman; Mrs. James Calver, hospitality; Mrs. W. M. Thomas, secretary and publicity; Mrs. W. C. Heath, sewing; Mrs. Charles Rapp, telephone.

NORTON SON BORN
Mr. and Mrs. Dwayne Norton, 7440 Central, Lemon Grove, became parents of a seven pound, 12 ounce son at Paradise Valley hospital July 12.

QUALITY CONVENIENCE LOW PRICES

REAL FOOD VALUES

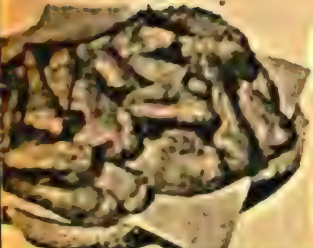
Fryers

PAN READY or
WHOLE BODIED

USDA Good
ROUND STEAK 69¢ lb

Lean, Tasty, Juicy
GROUND ROUND 69¢ lb

ALL MEAT
WEINERS 49¢ lb



39¢ lb

GROUND CHUCK

Perfect For Tacos,
Meat Loaf,
Spaghetti

49¢ lb

SLICED BACON

CUDAHA'S
WHINLOW
BRAND

59¢ lb

NEW! MAR—1 lb. pkg.
MARGARINE 2 43c
BERRYNOLEN—35 FL. & 12 IN.
ALUMINUM FOIL 29c
Scott Towel Milder and Big Size
SCOTT TOWELS 69c
FISHERMEN—Family size 14 oz.
FISH STICKS 49c
TIP TOP FROZEN—4 oz. can
Orange Drink 6 95c
TIP TOP FROZEN—4 oz. can
Grape Drink 6 95c

SUNSHINE APPLESAUCE 1 lb. bag
COOKIES 43c
NBC—1 lb. bag
GRAHAMS 37c
CORN OF THE WALK—100 oz
PEAS 8 For 98c
303 Cans
VAN CAMP
Pork and Beans
DIAMOND A
Cream Style Corn
STONLEY
New Potatoes
7 For 99c

2 1/2 cat—MILKED or YELLOW Cling
Hemet Peaches 3 79c
4 PACK
ZEE TISSUES 33c
OLD MANOR—All Grades
COFFEE 1 lb. tin 75c
BIG DEAL—IMITATION
ICE MILK 1/2-gal. 39c
CREAM FLAKE—8 lb. can
SHORTENING 75c
PINT SIZE
MAZOLA OIL 38c

BANANAS
Green-Crisp
Cucumbers
3 For 10¢

Golden Ripe
2 lbs. 25¢
Garden Fresh
LETTUCE
12¢ lb

WE GIVE S & H GREEN STAMPS
FREE DELIVERY
Knight's
Market
1505 SKYLINE DRIVE
LEMON GROVE
(Near Lamia Village)



You would try to outlast that
'58 FORD TRUCK!

There's a ruggedness you can respect in a truck that bears the FORD name. In fact, American business buys more FORD trucks than any other make. The reason: FORD trucks cost less... less to own... less to run... last longer, too! So whatever your business, take your truck needs to STEVEN FORD, LEMON GROVE.

Lemon Grove Value Days

Thurs., Fri., Sat. JULY 17-18-19

Y'S SHOES
Way, Lemon Grove

SHOE CLEARANCE

VALUES TO \$11.95

More Styles, Women's Famous Life Mide's.
3 Pairs at This Low VALUE DAYS Price!

GROVE REXALL DRUG
Y and MAIN STREET

TEXT SHEER NYLONS

2 pair \$2.98
Boxed
Need for Sixty Days

2 Pair \$1.98

15 DEPARTMENT STORE
ADWAY

DEN FORM BRAS

Used Styles, Maidenform's
Best Quality . . . as Always

99c

UG
ADWAY

SON ELECTRIC SHAVER

Advanced shaver . . . ever!
ular \$28.50
also \$2.00 by bringing in
over on trade in

\$17.95

CANCELLATION SHOE STORE
way, Lemon Grove

DRESS SHOES

VALUES TO \$9.50

With Lots of Summer and Back to
In every pair. Hundreds for your selection.

ON-ADAMS JEWELERS
way, Lemon Grove

COSTUME JEWELRY

Collection of The Most Wanted Pieces, Priced
Higher. A Real VALUE DAYS BUY!!

59c Plus Tax

REITZ CO.
way, Lemon Grove

COSTUME JEWELRY

2 for \$1

perks. Fine. Many styled for the coming
A Real Value!

LANE'S MEN'S WEAR
7765 Broadway, Lemon Grove

DRESS SHIRTS

Famous Brand, Men's Shirts at a Greatly reduced price
for Lemon Grove VALUE DAYS.

\$2.88

PURTEE'S SHOES
7609 Broadway, Lemon Grove

SHOES & SANDALS

By the Tableful, for women and children! Marked down
for your VALUE DAYS selection.

\$1.99 AND \$2.99

LEMON GROVE TIRE CO.
7319 BROADWAY

DUNLOP "GOLD CUP" TIRES

New Tube Type Black Walls
Regular \$27.45
Save 50% on 670x15

\$13.73

LEMON GROVE CAMERA
7848 Broadway, Lemon Grove

COLOR FILM VALUES

KODACHROME

Kodachrome 8 roll \$2.10	Kodachrome 16 roll \$6.20	KODACOLOR 116-618
Kodachrome 8 mag. 3.20	Kodachrome 135-24 \$1.30	
Kodachrome 16 mag. \$5.35	Kodachrome 135-36 \$2.10	
Kodachrome 8 roll \$4.70	Kodachrome 8 roll \$4.70	

\$9.9c

THE HIGHLANDER
7865 BROADWAY

WASH N' WEAR SLACKS

Big Selection from our
Regular Stock!
Regular \$10.95 Value

\$8.88

Share In The "Treasure Chest"

GET YOUR
COUPONS
From Any
Participating
Merchant!



For Complete List of "Treasure Chest"
Stores . . . Turn to Page 11.

Lemon Grove Value Days

Thurs., Fri., Sat. JULY 17-18-19

24-Page Supplement to The Lemon Grove Review — July 17, 1958

July 16 — 24-Page Supplement to The Spring Valley Bulletin

SALE!

GIGANTIC SHOPPING CENTER...
AT EASY TO REACH . . .
LEMON GROVE

It's fun to shop when so many varied types of businesses are within
easy parking distance of each other. This guarantees you a variety of
merchandise because each firm has its own, and usually different source
of supply.

Each firm is competing for your purchase. This assures you the most
for your money. And parking . . . there's more of this valuable com-
modity in Lemon Grove than you realize. All of which makes it fun . . .
and profitable, to shop in Lemon Grove.

DOUBLE VALUE in SAVINGS

DOUBLE VALUE in SERVICE

60 VALUE PACKED RETAIL STORES and SERVICE OUTLETS In Friendly Lemon Grove.

Everyone loves a party. It only takes one invitation to bring a goodly
group together. This week, sixty retail firms and services join in extending an
invitation to attend the greatest retail sales affair ever held in Lemon Grove.

Through these columns sixty Lemon Grove business firms say "Come to
our retail party." This obviously means each wants to do business with you . . .
and more important, he wants to be your friend.

This is and invitation to visit, to park easily, to shop, to save money in
friendly Lemon Grove.

3 BIG SALE DAYS — THUR. — FRI. — SAT. — JULY 17-18-19th

BE INFORMED of LOCAL NEWS and SALES EVENTS by subscribing to
The LEMON GROVE REVIEW & The SPRING VALLEY BULLETIN PHONE HO9-0101

Value Days

Thurs., Fri., Sat.
JULY
17-18-19

COLORED, COTTON, BROADCLOTH
STRIPES, PLAIDS, CHECKS & MOTTED PATTERNS

DRESS SHIRTS
All From Our
Regular Stock
REGULAR \$5.00 - \$5.95 - \$7.50 **\$2²⁹**

SHORT SLEEVE, COTTON
SPORT SHIRTS
REGULAR \$4.95 to \$5.95 **\$3⁸⁸**

SALE

SHORT SLEEVE, COTTON
KNIT SHIRTS
REGULAR \$5.95 to \$6.95 **\$4⁸⁸**

Big Selection, From Our Regular Stock
WASH N' WEAR SLACKS
REGULAR \$10.95 **\$8⁸⁸**

Charge Accounts Invited
30-Day & 6-month Accounts



7865 BROADWAY LEMON GROVE

Store Hours:
Daily—9:30 to 6:00 p.m.
Friday—9:00 to 9:00 p.m.

Have you taken advantage of Food Basket's

"GET ACQUAINTED" OFFER!

MELMAC DINNERWARE

4-pc. place setting

\$4.60
value only **49c**

With only \$39 worth of Green Cash Register Tapes

Build a complete set of Genuine Melmac Dinnerware at an astonishingly low cost! Save your green cash register tapes as you shop at your Lemon Grove Food Basket! When you have accumulated \$39.00 worth, bring them in and obtain a 4-Pc. Place Setting, consisting of Dinner Plate, Salad Plate, Cup and Saucer, for only 49c. No limits on Place Settings with each \$39.00 worth of green tapes. And accessories pieces are available at special low prices without tapes! In six lovely decorator colors . . . guaranteed for one year against breakage during normal use. If you haven't yet started your set, don't delay . . . discover how much more thrifty and more fun it is to shop at Food Basket, where you get the finest in food at money-saving prices! Dinnerware after good only at your Lemon Grove Food Basket.



Food Basket

3205 IMPERIAL AVENUE, LEMON GROVE

Value Days

Thurs., Fri., Sat.
JULY
17-18-19

STAR ATTRACTIONS
AT . . .



LEMON GROVE'S FAVORITE
FOR DINING AND ENTERTAINMENT

FASHION SHOW and Informal Luncheon

Every Friday
Noon 'til 2 p.m.

PROFESSIONAL MODELS
SHOWING THE LATEST
STYLES . . . FROM
LEMON GROVE'S
LEADING APPAREL SHOPS:

PATRICIA'S
OF LEMON GROVE
MARS'S
THE STORE FOR WOMEN
WILLIAMS
DEPARTMENT STORE
HELEN GAULDIN'S
STYLE SHOP

★ ★ ★ ★ ★

TALENT NITE

KCBQ's
DON HOWARD SHOW
Every Sunday
\$35.00 in CASH Prizes!

★ ★ ★ ★ ★

FIVE BIG ROOMS

FOR FAMILY DINING, CLUB
MEETINGS, OR BANQUETS

• Arapaho Room • Outrigger Room
• Coral Room • Flamingo Room
• Capri Lounge

MID-YEAR STOREWIDE SALE JEWELRY

BUY NOW AND SAVE! PRICES DRASTICALLY
REDUCED ON WANTED JEWELRY ITEMS . . .
LAY AWAY FOR BACK TO SCHOOL AND
CHRISTMAS — SMALL DEPOSIT HOLDS ANY
ARTICLE.



MEN'S and LADIES'
WATCHES

LONGINES, WALTHAM — a product of
Elgin, Waltham, Waterbury, U.S.A.

25% OFF

MEN'S and WOMEN'S — NATIONAL FAMOUS
JEWELRY Anson, DeLoah, Alvah, Etc.

40%



WORLD FAMOUS "PRINCESS"
**DIAMOND RING
AND WEDDING SETS**

For the lady of your dreams. Take
your pick from a wide assortment of
the most stunning diamonds.

40%



MEN'S and LADIES'
STONE SET RING

Choose from our vast collection of
mountings and settings . . . Hand-
made of superior craftsmanship —
fully guaranteed by us . . . Come in
Today.

40%



WORLD FAMOUS
SHEAFFER
**PEN AND PENCIL
SETS**

Buy one for Back
to School . . . at
Big Savings.

30%

JEWELRY you must own

"S&H" Green Stamps with Every Purchase
WALTER'S JEWELRY

7773 Broadway (Near Main)

Open Friday 10:00
HO phing 6-6366

7828 Broadway LEMON GROVE HO 6-4145

Lemon Grove Value Days

Thurs., Fri., Sat. **JULY 17-18-19th**

DON'T PAY US ONE RED CENT . . .

... If you are not convinced we can do the kind of **QUALITY CLEANING you desire . . .**

- No Washing—Only 100% Perchloroethylene with added detergent cleaning.
- Pre-rinsing before cleaning.
- Quality pressing by years of experience, including all hand finished linings.
- Bottoms repaired FREE.
- Reams and small repairs FREE.

SERVICES—
Dry Cleaning, including drapes and small sing rugs.

- Long wool coats and sweaters hand-combed FREE.
- Packaged in Plastic FREE.
- FREE call and delivery service by courteous driver.
- Month charge accounts by arrangement.
- One day service no extra charge. Regular service—3 days.

LAUNDRY—
Dyeing—Hot Blocking Hemstitching and alterations.

COUPON—INTRODUCTORY OFFER
1 Pants — 1 Skirt or 1 Sweater
CLEANED . . . FREE

With order of \$4.00 or more — This ad must accompany order.
Coupon valid through August 31, 1968.

We cannot and will not class ourselves with the low prices advertised on nearby every block that thinking goes back to the old school — You only get what you pay for.

Thank You Kindly — and please phone us at HO 6-6695

DUTCH CLEANERS

(Across from Corner and Highlander Stores)
7870 BROADWAY LEMON GROVE, CALIFORNIA
Bill Vandenberg—Owner/Operator Rob Horton—Route Driver

DOES THIS MAKE SENSE?

- Buying locally helps community growth.
- A local merchant must give customer satisfaction.
- He must maintain his good name in the trade area.
- He is more interested in you as an individual.
- He is more convenient for service and repairs.
- There is no better bargain in any locality.

Try Us For Sales or Service.

• TOP QUALITY USED CARS

• DEPENDABLE USED TRUCKS

• NEW FORD CARS AND TRUCKS

NEW 1958
FORD
As low as
\$1795

Pay Only
\$48.48
Per Month
With Normal
Down Payment

**RIGHT SPOT
SPEARS
FORD**
IN
LEMON GROVE



7720 BROADWAY at MASSACHUSETTS HO 9-6141

GARDEN Specials

FOR . . .
LEMON GROVE

VALUE DAYS

WE DELIVER

SPECIALS—
Miniature **ROSES** 125¢
Reg. 2.00
Wood Free **STEER** 59¢
Reg. 80¢ Mid Size
Bedding Plants 39¢
(Asters, Petunias, Tomatoes, etc.)
Reg. 10¢ doz.

This Week Only
10% off

ALL GARDEN SUPPLIES
SHRUBS . . . ROSES . . .
SHADE TREES
With This Ad

OPEN SUNDAY 9 A.M. TO 2 P.M.

MASON FEED & GARDEN CENTER

8280 BROADWAY (Between La Mesa and Lemon Grove)
We Give "S&H" Green Stamps • HO 6-5128

VALUE DAYS SPECIALS IN —

Mellow Maple!

COLONIAL & PROVINCIAL
LAMPS
Specially Priced At **\$6.95** UP

**BIRCH
TV
CABINETS**
\$79.95

Peg Hat Racks **\$3.95**
Spoon Racks **99¢**
Wall Shelves **\$10.95** UP

Eastern
Hardwood Maple
DINETTE
5-PIECE
with
Extensible Table
\$99.95

If You Want
The Unusual
I Have It . . .
or Can Get It.

9:30 to 5:30
HOURS:
Open Friday
Evenings

PILGRIM HOUSE
EARLY AMERICAN MAPLE SHOPPE

8131 BROADWAY LEMON GROVE HO 6-4229

Lemon Grove Value Days

Thurs., Fri., Sat. **JULY 17-18-19th**

Save on Smartest Fashions Here

Williams
OF LEMON GROVE

Regular \$2.98 to \$3.98 **VALUE**
Nylon Half Slips **\$1.88**
S. M. L. — White, Blue, Beige, Red, Pink, Yellow
PETER PAN MIX—Regular \$7.98
Panty Girdle & Girdle **\$5.95**
Size S. M. L.
PETER PAN—Regular \$2.98
GOLDEN TREASURE BRAS **\$1.95**
A and B cup — Sizes 32 to 36
PETER PAN—Regular \$3.98
HIDDEN TREASURE BRAS **\$2.95**
With deep summer plunge—A & B cup, Sizes 32 to 36

**Maiden Form
BRAS**
DISCONTINUED STYLE
Reg. \$2.00 Value
**VALUE
DAYS
SPECIAL 99¢**
A Cup 32-34 B Cup 32-36
C Cup 32-38 (LIMIT 3)

2-pc. Skirt & Blouse
Charme and full pleated skirt
Cotton and cotton washable
Reg. \$10.95 to 12.95—Size 7 to 15
**Value Days
SPECIAL \$8.88**
REG. to \$3.98 **VALUE**
CAPRIS \$1.88
Ivy Styled Cords—Sizes 8 to 16
Cottons, Satins and Prints

LADIES' SUMMER COTTON DRESSES
Dresses—Wash Fast Color
\$4.98 Value
2 for \$7
Each \$3.99

LADIES' BLOUSES **\$2.88 to \$5.88**
SALE TABLE SPECIAL
Regular \$3.98 to \$8.95 **VALUE** 50 to 58

Regular \$1.00—CORO
COSTUME JEWELRY 59¢
Summer Clearance—100's of Items

LADIES' DRESSES
All from our regular stock . . .
—ONE SPECIAL BLU—
Regular \$8.95 to \$12.95—NOW \$2.00 OFF
Regular \$11.95 to \$17.95—NOW \$5.00 OFF
Regular \$19.95 to \$29.95—NOW \$7.00 OFF

FEATURED EXCLUSIVELY . . .
In our new Lingerie Department



"Of course!
You feel so free in

good news" by warner's®"

The back can't budge so the front stays up!
Love the easy freedom of Good News all year round! A latex back holds this strapless UP—no embarrassing tags, no binding straps, just close, clinging comfort. Wear Good News all day, every day, at work or play—under everything. Be fitted today!
Fit-33: Circular-attached cotton cups, contour-lined for lasting beauty. Front hook-eye closing.
\$8.50
White: A Cup 32-36, B Cup 32-38, C Cup 32-38

Williams
OF LEMON GROVE
Open Fri. 'til 9
Daily 9:00 to 6:00
30 - 60 - 90 Day Charge
Never a Carrying Charge
7945 Broadway
Lemon Grove
Phone HO 9-0769

**VALUE DAYS
SPECIAL !!!**
Our Entire Stock !
SKIRTS & SWEATERS
SKIRTS: 100% Wool
Regular \$7.95 to \$10.95
\$4.00 OFF
Regular \$12.95 to \$15.95
\$5.00 OFF
SWEATERS:
For Blends, Cottons, Bulkers
Regular \$3.95 to \$7.95
\$2.00 OFF
Regular \$11.95 to \$13.95
\$3.00 OFF
Regular \$15.95 to \$17.95
\$5.00 OFF

Use Our
30-60-90 Day Charge
LADIES' PANTIES
Regular 50¢ Pair
Discontinued Styles—ALL
4 FOR \$1.00
Pink, Yellow, Blue, White
GIRLS' SIZES 4 to 11
Reg. 49¢ 4 for \$1
WHITE DRESS SHIRTS
MANHATTAN
Discontinued
Styles **\$2.88**

OUR FAMOUS MATCHES
"DREAM GIRL"
CO-ORDINATE
REGULAR
BLOUSE \$2.
CANYON
\$6.95 SKIRT \$2.
PINK
\$5.95 PUSHERS \$2.
NEEVALESS
\$3.98 BLOUSE \$1.
BLOUSE
\$5.95 SHORTS \$2.

CHECK OUR VALUE DAYS
99¢ TABLE VALUES TO \$2.99
• GIRLS' SHORTS • PEDAL PUSHERS
• 1-PC. SUN SUITS • BOYS' SHORTS
• T-SHIRTS
— MANY OTHER ITEMS —

**SPECIAL PURCHASE
SPORT SHIRTS**
Men's short sleeve
Value \$3.98 to \$4.98
Summer Cottons
Solid & Prints
3 FOR \$5.00
\$1.88 each

SWEATERS
Lay away Now For Small
WOOL FINGERKIP
**ROCK & ROLL
JACKETS**
MEN'S BOYS'
S.M.L. Size 8 to 30
Reg. — Now Reg. — Now
15.95 \$9.88 12.95 \$7.88
17.95 \$10.88 14.95 \$8.88
19.95 \$11.88 16.95 \$9.88

"Buy now for Back to School!"
Size 8 to 18 — Subteen 8 to 18
OUR FAMOUS NAME BRAND
THAT EVERYONE LIKES BEST !!
Reg. 95¢ — MEN'S
T-SHIRTS
SIZES — S.M.L.
BRIEFS
SIZES 28 to 34
NOW 59¢ **2 FOR \$1.00**

Men's Sweater
KNITTED WITH
3 Hole Vest — V-Neck
\$4.95 to \$6.95 **\$3.00 off**
\$4.95 to \$10.95 **\$2.00 off**

LemonGrove Value Days

THURS., FRI., SAT. JULY 17-18-19

VALUE DAYS SHOE BARGAINS FOR THE ENTIRE FAMILY!!

ONE GREAT ODDS AND ENDS
MEN'S OXFORDS \$4.97

life stride
THE LIGHT-WEIGHT SHOE

**SEMI-ANNUAL
CLEARANCE
SALE**

Once a year we bring you this wonderful opportunity for great savings! A variety of styles... rassy, tailored, casual. Not all sizes in all styles. You're sure to find some outstanding values.

\$11.95
VALUES

\$6.99

100 Pairs Men's Famous
CROSBY SQUARES
DISCONTINUED STYLES
VALUES TO \$14.95 **\$8.97**

Discontinued Styles Children's
Red Goose and Kingsway
OXFORDS \$3.97
BUY NOW FOR
"BACK TO SCHOOL"

**SUMMER CASUALS
WOMEN'S**
Grace Walker and Life Stride
Reg. \$7.95-\$9.95-\$9.95
Get Several Pairs
At This Value Days Price **\$5.97**

**BIG GROUP
Women's and Children's
SANDALS**
EXTRA SPECIAL
FOR VALUE DAYS—
MANY STYLES **\$1.97**

**OUR BIG SEMI-ANNUAL
JULY CLEARANCE**

**Florsheim Shoes
REDUCED**

all discontinued styles—regularly \$18.95 to \$24.95

NOW \$14.90
Yes, every discontinued style now reduced to this one low price. Come in right away! You'll still find a good selection of sizes and styles—and get the best shoe buy of the year!

Brunley's
SHOES

7763 Broadway HO 3-3212

Brownie Hawkeye Flash Outfit Value Days Special



CAMERA
Reg. \$7.95
\$5.95

Regular \$15.25
COMPLETE KIT \$11.25
CAMERA • FLASH • FILM • BULBS • BATTERIES

Kodachrome Film 8MM

Reg. \$2.65
VALUE DAYS SPECIAL **\$2.10**

LEMON GROVE CAMERA

7848 Broadway Lemon Grove HO 6-7379

GENUINE LEATHER
Regular \$21.50
GADGET BAG \$12.25

AIREQUIPT
Slide Magazines
Reg. \$2.25 **\$1.75**



**KODAK Duaflex IV
FLASH OUTFIT**
Imagine! A reflex camera
in this low-cost outfit!
Value Days Special
Reg. \$24.95 **\$17.95**

SHOP CORNET SAVE
\$-10-25 STORES



**LARGE SIZE
BASKET CHAIRS**

Sturdy Peel-Cane Construction
With Black Wrought Iron Legs
Regular \$6.95 Value **SALE PRICE \$3.33 each**



Aluminum
Whistling
TEA KETTLE
Reg. \$1.00 **SALE PRICE 57c**



**BAMBOO
RAKES**
Well Made From
Split Bamboo
Reg. 69c **SALE PRICE 27c**



SIZE 22"x44"
Multi-Color
**Cotton
YARN RUGS**
Well Made, Closely Sewn
For Longer Wear—Washable
Reg. \$9c **SALE PRICE 27c**

**FLASHLIGHT
BATTERIES**
These Popular Sizes
To Choose From—
Regular, Penlight,
and Junior.
STOCK UP FOR
VACATION AT

THIS LOW PRICE **5c** Regular 10c

LemonGrove Value Days

THURS., FRI., SAT. JULY 17-18-19

NOW AT A GREATLY REDUCED PRICE!

STOP Dinnerware Breakage!
BREAK RESISTANT
JEWELTONE Set Styled for LIFETIME Use

8 Large Plates **8 Cups** **8 Cereal Bowls** **8 Saucers** **8 Salad Plates** **8 Fruit Dishes**

NOT 29.95 **NOT 24.95** **BUT ONLY \$12.88**

PIECE Rainbow Pastel Set

GUARANTEED
Against Breakage
Against Chipping
Against Cracking

**Special Introductory Offer
NO MONEY DOWN
50¢ WEEKLY**

8 BREAK RESISTANT Tumblers INCLUDED FREE Extra Bonus!

SAVE
during this big
Introductory Offer

INCLUDED Vegetable Bowl

Value Days Special At . . .

7696 BROADWAY
LEMON GROVE
HO pkins 9-2171

**Mc MAHAN'S
FURNITURE STORES**

Mary's

THE STORE FOR WOMEN

L-WEATHER COATS

(Ideal for Year Round Wear)

By FAMOUS MAKER

REGULAR \$19.98 — \$25.98

Poplins, corduroy, rayon flannels — All with matching hats. We are not permitted to disclose the brand, but you have seen these coats advertised in every leading fashion magazine.

\$12⁹⁹

LEMON GROVE 7809 Broadway . . . HO 9 6812

Are Conditioned For Your Comfort
30 Day or 5 Month Revolving Accounts
OPEN FRIDAYS 11-9-00

SEW AND . . . SAVE!
With These VALUE DAYS Fabric Finds . . .

DAN RIVER
WRINKL-SHED
With Dri-Don
Regular 98¢ yd. **58¢ yd.**

36" WIDE
TERRY CLOTH
White Only **79¢ yd.**
\$1.19 yd. VALUE

Many, Many Other Fine Fabrics at BIG SAVINGS!

"HOME OF FINE FABRICS"
SILVER STORES 7809 Broadway
Lemon Grove

CULLIGAN SOFT WATER . . .

helps protect Baby against diaper rash!



Hard water curd can harbor dangerous bacteria. Since it is so difficult to remove curd from clothing which rubs the skin is always a potential danger. This curd is a frequent cause of diaper rash, skin irritations, and infection. NO CURD CAN FORM IN CULLIGAN SOFT WATER.

Diapers washed in Culligan soft water come out fluffy soft, fleecy-white and sanitary-clean. Give your baby this important protection.

CALL NOW TO HAVE

Culligan soft water . . .

INSTALLED IN YOUR HOME!!

Equipment to Buy!

- No contract to sign!
- No Work For You!

Call: HO pkins 6-1568



Call: HO pkins 6-1568

LUMBER SPECIALS!

. . . At Pre-Inventory Sale Prices!

2x4
CEDAR
SILK & WHITE
Per Lineal Ft. **6¢**

1x6
KNOTTY PINE
TONGUE AND GROOVE
Per Lineal Ft. **6¢**

1x6
CEDAR PANELING
Tongue & Groove with Bead Pattern, Taber or In.
Per Lineal Ft. **4¢**



BARGAIN TABLE OF HARDWARE ITEMS
Priced at cost and Below Cost!

MANY OTHER ITEMS AT VALUE DAYS SALE PRICES

FRED WARD LUMBER CO., INC.
3580 MASSACHUSETTS AVENUE HO 6-0593

Mary Monroe Anniversary Sale Combined
We Challenge ANY Store To Top This PAGE of VALUES!!!

—Satisfaction or Your Money Back—

INFANTS' FURNITURE

Reg. Price \$6.49 NOW **\$4⁹⁹**
Pride Car Seats

You save \$2.50 on this nationally famous product Comes with Steering Wheel.

Only at Mary Monroe!

Reg. Price \$3.98 NOW **\$4⁴⁸**
Baby Mate Car Seats

Safety Rider—Deluxe Model
You Save \$1.50 on this "Safety Swivel" side opener.

Only at Mary Monroe!

Reg. Price \$9.95 NOW **\$6⁹⁵**
Cosco Jump Chairs

You save \$3.00 on this nationally famous jumper. Finest product made — In Yellow, Turq., Burg.

Only at Mary Monroe!

Reg. Price \$22.95 NOW **\$16⁹⁵**
Baby Mate Strollers

San Valley A20
You Save \$6.00 on this Deluxe Stroller Sleeper. Chrome plated—Adjustable Handles.

Only at Mary Monroe!

Reg. Price \$3.98 NOW **\$2⁶⁸**
Jumbo Diaper Pails

Beautiful soft plastic pails—Jumbo Size

Only at Mary Monroe!

Reg. Price \$17.95 NOW **\$13⁹⁵**
Space-Saver Hi-Chair

Nationally advertised by Baby Mate—Chrome plated deluxe model that folds to put away.

Only at Mary Monroe!

Reg. Price \$14.95 NOW **\$10⁹⁵**
Four-Way Hi-Chair

Baby Mate's famous 4-way chrome model—Can be used as a Hi-Chair, Youth Chair, Utility Chair, Stool. And It's Safety Engineered.

Only at Mary Monroe!

GIRLS - INFANTS

GIRLS' **SAMPLES** **99¢ TO \$3⁹⁹**

SIZE 7 ONLY
Assorted Skirts, Dresses, Playwear, etc. — Famous Designer

GIRLS' **SUN DRESS** **99¢ TO \$1⁴⁹**

Fine Pleaze
Done Up in a lovely Summer Dress

PEPLUM STYLE **BLOUSE-TOPS** **59¢**

In Polka Dot Pattern — Sizes 3-11
Can be worn in many combinations

GIRLS' PLAYWEAR 1/2 Price
WE ARE CLOSING OUT OUR HIGH FASHIONED BIPRICED SETS & PLAY SETS AT 1/2 PRICE
HURRY FOR BEST SELECTION

Reg. Price \$2.99 NOW **\$1⁷⁹**
Girls' Swim-Suits

Broken Sizes 3-6
Long Turtie — Permanently Pleated Skirt

GIRL'S JUMPER or **SUN DRESS** **\$2⁹⁹ TO \$3⁹⁹**

A Polka Dot Beauty
Was a \$6.99 Value

GIRLS—Reg. \$1.29 NOW **79¢**
Girl's Full Slip

Sizes 3-11
A Beautiful Nylon for Summer Wear

REDUCED FROM \$4.79 & \$1.99
Chemise Playsuit **99¢**

Assorted Colors—Sizes 3 to 14
Can be worn four ways in the modern manner

DID YOU KNOW??
THAT WE WERE THE FIRST STORES IN SAN DIEGO COUNTY TO CARRY **BUSTER BROWN UNDERWEAR**

Boys - Toddlers - Infants

BOYS' DENIM—Reg. \$1.98 NOW **99¢**
BOXERS

Sizes 2-6x—Colors Mint & Grey
Nationally Famous Maker

Only at Mary Monroe!

SENSATIONAL! BOYS' DENIM—Reg. \$2.98 NOW **\$1²⁹**
Half-Boxer Slax

Sizes 2-6x—Colors Mint & Grey
Nationally Famous Maker

Even we had trouble to get this price!

OUR FAMOUS DOUBLE KNEE **BOYS' JEANS** **\$1²⁹**

Heavy Duty Jean — Sanforned 4 to 12

SENSATIONAL! BOYS' DENIM—Reg. \$1.98 NOW **\$1⁴⁹**
BOYS SLAX

In Denim Stripes—Sizes 4 to 12
The most recent setting in denim

SPECIAL PURCHASE ON **SLIM JEANS** **\$1⁷⁹**

Regular \$2.98—Sizes 1-12
Western Cut—Adjustable Drawers
National Makers—Latest Fashions

BOYS—Reg. \$1.98 NOW **79¢**
SWIM TRUNKS

Toddler to Boy's 8
Fully Lined — Adjustable Waist

Hurry for these!

BOYS' DENIM—Reg. \$1.98 NOW **\$1²⁹**
JACKETS

Sizes 2-6x—Lined Blue, White, Mint Grey
Some 100% Cotton

These are unusual plus in dress design made by a famous maker

Only at Mary Monroe!

INFANTS—Reg. \$1.99 NOW **\$1¹⁹**
CRAWLERS

Sizes 12-18, 2-4 to 24 Months
Snap Closure—Adjustable Waist
With prettiest decorated knees—Available

You May Think We're Joking, But

A Bargain Like This is Only at Mary Monroe

CLIP OUT COUPON CLIP OUT

3 PAIR OF 34¢ SOX 79¢
With this COUPON — signed by customer

Name _____
Street _____
City _____
Offer Expires July 19, 1958 Mary Monroe

Mary Monroe

INFANT'S and CHILDREN'S Wear

—Satisfaction or Your Money Back—

Open Every Friday Night 11-9
7909 BROADWAY
Lemon Grove
Phone HO 9-4775



Value Days

Thurs., Fri., Sat.
JULY
17-18-19th



Value Days
SPECIAL

\$110 LESS THAN
FORMER
PHILCO 2-DOOR
AUTOMATIC



\$298⁹⁵

10 cubic ft.
1958
PHILCO
Refrigerator

• With Feature
• Freeborn 4-Door
• Free Storage
\$199⁹⁵

SENSATIONAL PHILCO OFFER!

\$2²⁵ value All Aluminum
"EASY-OUT" TRI-CUBE
ICE TRAY



- Sturdy aluminum—no rubber or plastic!
- No soaking necessary!
- Just a flick of the wrist releases perfect ice cubes every time!
- Lustrous satin finish!
- Fits any model, any make.

only **79¢**

and the coupon

LIMITED TIME ONLY—
Celebrating the introduction of the
Sensational 1958 Philco Super-Marketer



APPLIANCES

7890 BROADWAY

LEMON GROVE

HO pkins 9-6154

Take this coupon with you to
CP APPLIANCE
LEMON GROVE

IT'S WORTH \$1.46 TO YOU!
When you present this coupon you'll
be able to buy a \$2.25 Ice Tray for

ONLY 79¢

Name _____

Address _____

City & State _____

Present Refrigerator age _____ yrs. size _____ cu. ft.



Value Days

Thurs., Fri., Sat.
JULY
17-18-19th



Clearance Summer Fashions

CHILDREN'S
DRESSES

SIZES 2, 4 and 8
COTTON, NYLON, FLORALS,
PRINTS, and STRIPES.

Priced
to Sell
Below
Wholesale

75¢
to \$1.98

CHILDREN'S & TEENS
SWIMWEAR

SIZES 2, 4, 6, 8, 10 & 14
TEENS — 14 and 16
COTTON, LATEX, PRINTS,
and SOLIDS

Priced
to Sell
Below
Wholesale

\$1²⁹
to \$4.99

**ODDS and ENDS
TABLE**

INCLUDING:
Blouses, Bra Tops,
Skirts, Sweaters,
& Pedal Pushers.

99¢

Poplin Separates

	Value To	NOW
BERMUDAS	\$5.95	\$2.99
HALTERS	3.95	1.89
SKIRTS	6.95	2.49
SHORTS	3.50	1.98
BLOUSES	5.95	2.49

DEMANNO BEE'S MFG. CO. — 1/2 Block N. of Broadway

SAMPLE SHOP

3412 GROVE ST. LEMON GROVE HO 9-7962

FREE

COLOR or CREME RINSE

Present this ad during Value Days
and receive a famous Hollywood
color or creme rinse absolutely
free.

The Original Hollywood

COLD WAVE

\$4⁹⁵

Latest style hair shaping
only \$1.00 with a Hollywood wave.

Natural Oil	\$6.95	Wave	\$14.95
Wave	• • •	Supreme	• • •
Lacolin	\$9.95	HOLLYWOOD'S OWN	• • •
Wave	• • •	Supreme Hair Conditioner	• • •

LEMON GROVE

7892 Broadway HO 9-8851



Swiders
California's
Largest
and
Finest
Permanent
Wave
Shops

DOWNTOWN

814 Broadway
HO 9-8181

CHULA VISTA

407 Third St.
SA 3-3224

NORTH PARK

1200 Broadway
AT 3-8163

PACIFIC BEACH

1445 Broadway
HO 9-9511

LEMON GROVE

2000 Broadway
HO 9-6831

PORT LOMA

2141 Broadway
AC 9-0111

All Shops

Open 9-10

Saturdays

Until 5

Piggly Wiggly



Smart and Final Brand
Drip or Regular

COFFEE

1 lb.
5 lb.

75¢

Priority
Chunk Style

TUNA

No. 1
Can

25¢

HORMEL CANNED

PICNICS 4-lbs

Lean and Shankless

\$3¹⁹
Each



Golden Ripe
BANANAS

4 lbs. 49¢

"We Give Top Value Stamps"

7825 BROADWAY

LEMON GROVE

LADY'S CHOICE
**STRAWBERRY
PRESERVES**

4 lb. jar
89¢

Chunk or Creamy
**Peanut
BUTTER**

18-oz jar
49¢

Gifford's Green
**RIPE
OLIVES**

No. 1 tall
19¢

QUAIL—46-oz.
Orange Juice

39¢

6-oz. Un-Frozen
LEMONADE

2: **19¢**

HUNT'S—2 1/2 can
Chili Beans

19¢

SUNMAID
1 lb. Cellulose Pack
RAISINS

49¢

PRICES EFFECTIVE JULY 17, 18 & 19

Shop **PIGGLY WIGGLY** and **SAVE!**

From
Evelyn Wigtons'

Selected VALUES

BLOUSES

Plain colors, stripes,
prints, short sleeves.
Big selection at savings
up to 50%. For Value
Days Sale!

DRESSSES

Summer styles and
fabrics—many of the
most popular name
brands—Save 30 to 50%.

GIRDLES

Name Brands—One of a
kind, and discontinued
styles. All reduced
from 30 to 50%.

REDUCED

30 to 50%

SUMMER STOCK

REDUCED FOR VALUE DAYS

HOUSECOATS

30%

VALUE DAYS PRICES EFFECTIVE IN LEMON GROVE ONLY



7761 Broadway — Lemon Grove

Smart Shops In
LEMON GROVE—El Cajon—Pacific Beach—National City

Value Days

Thurs., Fri., Sat.
JULY
17-18-19th

Quality Shoppers
Top Lemon Grove
FOR FAMOUS NAMES:

Lane's
MISS WEAR

REG. STEARN
Suits, Sport Coats
RIDER Suits, Sport Coats
JUNIOR Tops, Skirts, Blouses, Jackets, Blankets, and Suits
W. Dress Skirts, Sports Wear
ATAN Dress Skirts, Sports Wear

REG. GUY High Style Sport Shirts
CAPRI High Style Sport Shirts
MUNINGWEAR Underwear
COOPER Underwear
SHELDON Jewelry
ESQUIRE Hats
CATALINA Swimwear
STETSON and ADAMS Hats

765 Broadway Lemon Grove HO 6-7449

LADIES' SUMMER DRESSES Reg. \$3.98 2 for \$5	CHILDREN'S—REG. 50¢ VALUE SOCKS Value Days SPECIAL 10¢ PAIR
LADIES'—REG. \$2.98 VALUE SKIRTS OR CAPRIS 2 for \$3	LADIES'—REG. \$1.98 VALUE BLOUSES OR SHORTS \$1.00
LOWES TOGGERY LADIES' and CHILDREN'S APPAREL 3321 IMPERIAL AVENUE LEMON GROVE	

OME . . . 1st SERVED . . . VALUE DAY SPECIAL
200 PAIRS ONLY . . .

Stwards GIRLS' DRESS SHOES
THE SHOE FOR CHILDREN

1/2 OFF REGULAR PRICE!

7885 Broadway Lemon Grove HO 6-6376
Childrens Bootery Open Friday Eve till 9 p.m.

VACATION VALUES!

LARGEST STOCK—TOP QUALITY
SLEEPING BAGS 33 1/3% OFF

A MUST FOR CAMPERS
COLEMAN Stoves and Lanterns 33 1/3% OFF

LEMON GROVE SPORTING GOODS
3331 IMPERIAL AVENUE LEMON GROVE HO 6-1248

VALUE DAYS . . .

RECORD SALE!

ONLY—RCA
Stereo Records
De Recorders
HO Extra Speaker
\$299.95

VALUE DAYS VALUE
SINGLES
Reg. 98c NOW **25¢ ea**

"Grab Bags" **99¢**
(4 SINGLES)

Schran's Record Den 7921 BROADWAY LEMON GROVE

Gem-on-Gem
setting makes diamond look
90% larger
87% more brilliant
certified by American Testing Laboratories, Inc.

Feature Look
Both Rings
Value Days
Priced At
ONLY \$125.00

EXTRA GENUINE diamonds set partially beneath the girdle of the center diamond adds thousands of extra sparkling highlights. Diamond looks FABULOUSLY LARGER

BUDGET TERMS

MURKISON-ADAMS-Jewellers 7919 BROADWAY HO 6-6400

JOIN OUR
FAMILY SHOE CLUB
EVERY 13th PAIR IS ABSOLUTELY . . .

Free!

"the more you buy . . . the more you save"

IRTEE'S SHOES 7609 Broadway HO 6-9674
Just a Hop From Mayfair Market

DISCOUNTS ON

DOLLS

Regular \$2.98 Value
LADIES' SHOES \$2.19

SAVE NOW **33 1/3% to 50%** FOR VALUE DAYS ONLY

SPROUSE-REITZ 7895 BROADWAY LEMON GROVE

Value Days

Thurs., Fri., Sat.
JULY
17-18-19th

Gigantic Dress Sale

Summer Cottons

Now is the time to stock up on cotton dresses. Just the thing for afternoon clean up. See our Big Selection . . . Prints & Stripes in sanforized cotton in all sizes.

\$3.98 AND \$5.98

SPECIAL!
CHEMISE — SPORTS — SHIRTMAKER
SHEATHS — TWO-PIECE

BIG GROUP OF DRESSES MARKED DOWN FROM OUR REGULAR STOCK FOR VALUE DAYS!!

REGULAR	VALUE DAY SALE
\$12.98 to \$14.98	\$8.98
\$8.98 to \$10.98	\$6.98

Big Savings LUXURY LINGERIE

Regular 79c pr.
60 GAUGE—15 DENIER
FULL FASHION

NYLONS 2 pr. \$1.25
NAME BRAND
BRAS Regular \$2.98 \$1.98

GIRDLES Regular \$5.98 \$3.98
NAME BRAND—PANTEL SHADES
BRIEFS 3 pr. \$1

Helen Gauldin's Style Shop
7888 BROADWAY, LEMON GROVE

BIG GROUPS Of Value Days Buys

10

CAPRI PANTS (1) Regular \$3.98 to \$5.98 Cottons & Corduroy **2 for \$5**

COORDINATED PLAY CLOTHES
Cottons
Drip Dry
Broken Sizes
(2) Skirts to \$10.98 NOW \$6.85
Blouses to \$7.98 NOW \$4.85
Shorts to \$5.98 NOW \$3.85
Capris to \$7.98 NOW \$4.85

SHORTS and JAMAICAS (3) Reg. \$3.98 **2 for \$5**

CHEMISE DRESSES (4) 7 to 15
8 to 16
Sheers, Polished Cottons, Seersucker
Reg. \$10.98-\$6.99 Reg. \$7.98-\$5.99

NYLON PANTIES (5) Fancy and Plain — 8 Colors — Sizes 5 to 7
Reg \$1.19 pr. — NOW 3 pr. \$2.98

OUR ENTIRE (6) BELT STOCK 1/2 Price

GOTHAM GOLD STRIKE HOSIERY
Reg. \$1.35 pr. — NOW
1 pr. \$1.19—3 pr. \$3.19
(7) 6 pr. \$6

FUR BLEND BULKIES SWEATERS
Panties—Sizes 34 to 40
Regular \$14.98 — NOW \$6.85
Regular \$10.98 — NOW \$5.85
Regular \$7.98 — NOW \$4.85
(8)

NYLON SLIPS (9) Regular \$3.98
Now \$3.98 ea. **2 for \$7**

NYLON BLOUSES (10) Values to \$7.98 **Now \$2.98**

Linda's LEMON GROVE
7931 BROADWAY, LEMON GROVE HO 6-7703

Value Days

Thurs., Fri., Sat. **JULY 17-18-19**

WE'RE BUSTIN' WITH BARGAINS - AT LEMON GROVE DRUG!

An Effective Aid For Athlete's Foot

T-4-L SOLUTION

1-oz. Bottle **32c**
Regular 40c

SPUNTEX LADIES' SHEER NYLONS

Regular 2 for \$2.98
GIFT BOXED
GUARANTEED TO LAST

2 pr. \$1.98

Summer Sale of TOILETRIES

TOILETRIES - Regular \$2.00
BATH DUSTING POWDER \$1.25
TOILETRIES - Regular \$2.00
COLOGNE \$1.00
TOILETRIES - Reg. \$2.00 Beauty Combination
POWDER COMPACT Both For and MOISTURE LOTION \$2.00
ROSE HILL (2 oz. bottle FREE) with purchase of regular 6 oz. bottle.
100% LOTION \$2.25
COLONIAL DAMES - Reg. \$2.50 Moisturized
CLEANSING CREAM \$1.25
COLONIAL DAMES - Regular \$2.00
COLOGNE \$1.00
CARA SOME - NEW - \$1.00 Value
Moisture Miracles
Golden Oil & Golden Dew \$2.50
CARA SOME - Regular \$2.00 Value
DUSTING POWDER \$1.00

Elkay's Aerosol

INSECT KILLER

Full 16-oz. Reg. \$1.59
99c

ROXBURY FOUNTAIN SYRINGE

GUARANTEED
1881-82-89

\$1.67

They're New! Pastel Tinted.

HOSIERY

Look at these new colors!

Platinum Blue	Blush Apricot
Rose Glint	Green Glow
Green Grey	Pink Haze
Sun Radiance	Pearl Smoke
Spice Amber	Heaven Blue

OFF Black Seamless **\$1.39** With Seams **\$1.09**

16-PIECE SET UNBREAKABLE PLASTIC TOYS

Regular 59c
39c

Chrome - 2 Cell

FLASHLITES

Pre-Focused Reg. \$1.29
98c

ELKAY'S - Regular 98c - Air Refreshing
AEROSOL SPRAY 79c
REXALL - For tired tender feet - Regular 13c
FOOT POWDER 34c
REXALL - For camp or car - Reg. \$1.50
FIRST AID KITS \$1.39
ROXBURY - 2 quart, guaranteed 3 years - Regular \$2.19
HOT WATER BOTTLES \$1.75
ELKAY'S - Regular \$7.95
3 Year Guarantee - Braille switch - Waterproof
HEATING PADS \$6.35
REXALL - Regular \$7.80 - Choice of Colors
BATHROOM SCALES \$6.75
PROPHYLACTIC - Regular 80c
Hard, Medium, Soft Nylon Bristles
TOOTHBRUSHES 49c
DEPONT No Rub - Regular 40c
FURNITURE POLISH 29c
REXALL Fully automatic, guaranteed - Regular \$8.95
VAPORIZERS \$4.75
REXALL, for babies - Regular 30c
Prevents diaper chafing and irritation.
ZINC STEARATE POWDER 47c

Bottles of 100 1/4 Grain

Saccharin Tablets

VALUE DAYS SPECIAL Reg. 35c
19c

Regular \$4.95-\$6.98-\$8.95
TIMEX and WESTCLOX KITCHEN WALL CLOCKS AT DISCOUNT PRICES!

WEEK-END Specials!

PACKAGE OF 10 - Regular 50c
LEAD PENCILS 39c
Regular 25c - Colored
COLORING BOOKS 4 for 89c
Regular \$2.50 - Dependable Toy
TOMMY BURP GUNS \$1.98
LORD BALTIMORE - Lines - Regular 90c
PLAYING CARDS Single 78c
DOUBLES - Regular \$1.00 \$1.00
TWEEDTEX - 40 sheet, 40 env. - Reg. \$1.50
BOXED STATIONERY 98c
REXALL - RUBBER - Complete Assortment
SQUEEZE TOYS 69c to \$2.98

REXALL
Latex Folding
Travel Syringe

VALUE DAYS SPECIAL Reg. \$4.47
\$3.57

We Give S&H Green Stamps Accurate Prescription Service

LEMON GROVE DRUG STORE

CORNER BROADWAY AND MAIN LEMON GROVE • HOplins 9-2186

Value Days

Thurs., Fri., Sat. **JULY 17-18-19**

... AT LEMON GROVE TIRE CO. ...



TWO BIG TIRE BUYS

SAVE UP TO 50%

DUNLOP GOLD SEAL

The Tire DESIGNED for NYLON... with



For Longer, Even Wear

Here's a new kind of life insurance for you and your family... a revolutionary development by Dunlop that brings new-found safety to the highways.

In the new Gold Seal tire, Dunlop takes complete advantage of the strongest, most durable tire fabric - nylon - combines it with a unique departure in tread design... Cobra Curve.

Cobra Curve design promotes longer, even wear over the entire tread, increases traction, prevents corner squeal, provides new directional stability, and makes quick starting and emergency stopping safer and surer.

Enjoy superior driving protection. Enjoy new comfort and economy. See your Dunlop dealer now. Have him point out all the many new advantages in the Gold Seal... the greatest development in tires in years!

GUARANTEED FOR 24 YEARS AGAINST ROAD HAZARDS

DUNLOP
FOUNDERS OF THE PNEUMATIC TIRE INDUSTRY

BUDGET TERMS
30-60-90 Day Accounts
NO CARRYING CHARGE

- FOREIGN CAR RETREADING
- SPORTS CAR TIRE SERVICE
- TRUCK TIRE RETREADING

7319 BROADWAY, Lemon Grove

DUNLOP GOLD CUP



TUBELESS BLACKWALL 670 x 15

REGULAR \$31.00
\$15.50

WHITEWALL Regular \$33.65 \$2

SIZE	FACTORY LIST	SALE PRICE	FACTORY LIST	SALE PRICE
710-15	34.00	19.95	41.65	22.95
760-15	37.25	21.95	45.65	24.95
800-20-15			50.80	26.95

TUBE TYPE BLACKWALL 670 x 15

REGULAR \$27.45
\$13.75



WHITEWALL Regular \$38.00 \$1

SIZE	FACTORY LIST	SALE PRICE	FACTORY LIST	SALE PRICE
640-15	26.15	14.95	32.05	18.95
710-15	30.45	17.95	37.30	21.95
760-15	33.25	19.95	40.75	24.95
800-20-15	36.55	22.95	44.75	27.95

- WHEEL BALANCING
- TIRE TRUING-DESKIDDING
- TRUCK TIRES

HO 9-0155 Home of 'Tuff-Tred' Retr





Value Days

Mon., Fri., Sat.
JULY
17-18-19



Page 16

**SHOP and SAVE
IN LEMON GROVE!**

1000's OF ITEMS ON SALE
IN THE FRIENDLY SHOPS OF LEMON GROVE...

plus

- Plenty of Free Parking.
- Free "Treasure Chest" Coupons

1000'S OF PAIRS IN OUR GREATEST . . .

SHOE SALE

Famous Name Brands
Shoes for the Whole Family

40 to 60%

OFF Average Retail Price!

Daniel Green
**OUTDOORABLE
FLATS**

Regular \$6.50 **\$2.99**

SHELBY'S CANCELLATION SHOES

7941 Broadway Lemon Grove HO 3-3650



**90-SECOND SOFT WATER WASHING
DEMONSTRATION OPENS GRANDMA'S EYES!**



Soft Water Service —
We exchange softener
at regularly scheduled
intervals. No equip-
ment to buy, no work
to do.



Automatic Service —
Unit — Regenerates it-
self automatically. We
own this unit, service-
man calls once or
twice a year.



**Automatic Home-
owned Model** —
Guaranteed fully
automatic. 10 year
written warranty.

CALL FOR **Culligan** SOFT WATER TODAY
HOPKINS 6-4568

Don't You Believe It !!!

- You Can't Get Better Gasoline
- You Can't Get Better Service

GRADE FOR GRADE YOU CAN'T BUY IT FOR LESS ANYWHERE!

Lubrication Special

LET US "DE-SQUEEK"
YOUR CAR! EXPERT
LUBEMEN . . . ON DUTY

Free Pick-Up & Delivery



LOCAL OWNERSHIP

ASSURES YOU PERSONALIZED SERVICE . . .

WE TAKE BETTER CARE OF YOUR CAR ALL-WAYS

- BATTERIES
- MOTOR TUNE-UP
- BRAKES
- CAR WASH
- TIRES & TUBES
- LUBE

BILL'S

**SELF-SERV
INCORPORATED**

7195 BROADWAY at MASSACHUSETTS HOPKINS 6-1491



SOUTHLAND SAVINGS & LOAN ASSOCIATION

gratefully acknowledges and sincerely thanks
you for the loyalty and support that contributed
so greatly to our continued growth and progress.
The SOUTHLAND "FRIENDSHIP" TREE at the
right, dramatically portrays the story of a seed
that grew . . . nurtured by mutual friendship,
trust and cooperation. And by the way, be sure
to get your copy of SOUTHLAND'S informative
new folder, "FACTS ABOUT SAVINGS" — you'll
find it interesting and constructive. It's waiting
for you at all three convenient SOUTHLAND
locations.



CURRENT
RATE

4%

Funds placed by the 10th
of any month, earn from the 1st

CONVENIENCE
SAFETY
AVAILABILITY

**SOUTHLAND
SAVINGS**
and Loan Association

STATEMENT OF CONDITION June 30, 1958

ASSETS		LIABILITIES, CAPITAL AND RESERVES	
CASH AND BONDS	\$1,141,894.70	SAVINGS ACCOUNTS	\$1,141,894.70
U. S. Government and other Bonds	1,270,000.00	LOAN ACCOUNTS	1,270,000.00
LOANS ON REAL ESTATE	412,966.39	OTHER LIABILITIES	412,966.39
LOANS ON SAVINGS PASSBOOKS	12,300,191.17		
A customer convenience	41,000.00		
STOCK IN FEDERAL HOME LOAN BANK	20,000.00		
As income-producing investment in the national			
reserve banking system as required by law			
REAL ESTATE CHARGES	87,541.14		
Our American Plan and other fees			
FURNITURE AND EQUIPMENT	100,000.00		
Less depreciation	1,400.00		
OTHER ASSETS	\$14,814,000.70		
TOTAL ASSETS		TOTAL LIABILITIES, CAPITAL AND RESERVES	

* Our Motto: "Strive to be the Soundest not the Largest"

John A. Davis, President

HEAD OFFICE
2242 La Mesa Boulevard
LA MESA

7100 Broadway
LEMON GROVE

AMPLE FREE PARKING

Every account insured to \$10,000
by a direct instrumentality of
the Federal Government



2242 La Mesa Boulevard
EL CAJON



Announcing LEMON GROVE'S APPRECIATION DAY

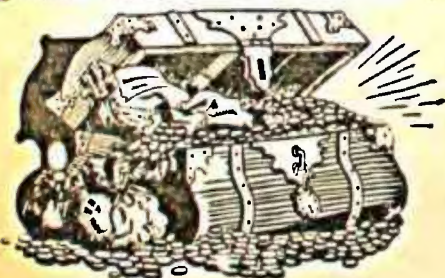
BIG CASH PRIZE

AWARDED EVERY THURSDAY AT 3 P.M.
FIRST EVENT TO BE HELD ON AUGUST 14th

NOW . . . More Than Ever Before — It Pays . . . and Pays Well to Shop in Lemon Grove. The Coupon illustrated below is all you need to participate for the BIG WEEKLY PRIZE!!

<small>\$1.00 to \$4.99</small> 5%	<small>\$5.00 to \$9.99</small> 10%	<small>\$10.00 to \$19.99</small> 20%
TREASURE CHEST COUPON <small>If name is illegible or if punched more than once this coupon is void.</small>		
<small>\$20.00 to \$49.99</small> 30%	<small>\$50.00 to \$99.99</small> 40%	<small>\$100.00 to \$499.99</small> 50%

"THE TREASURE CHEST"



... is sponsored by the
LEMON GROVE BOOSTERS CLUB
Merchant's Division of the Lemon Grove Chamber of Commerce
It is their way of saying . . . "Thank You"
For Shopping in Lemon Grove"

Free!

TREASURE CHEST COUPONS
DURING VALUE DAYS
JULY 17th, 18th & 19th

Just for the asking — No Purchase necessary! Visit any or all "TREASURE CHEST" stores in Lemon Grove...

Simply Say:
"I want a Treasure Chest Coupon."

Check The List of "Treasure Chest" Merchants on Next Page

SUMMER Dress Sale!

VALUE DAYS
SPECIAL
NAME BRAND
VALUES to \$3.99

BRAS

\$1⁹⁹

BIG RACK OF
VALUES to \$19.98

Many One Of A Style!

\$8⁹⁸



SWEATERS

Buy Now and Save
For Back To School

1/3 off

ALL SALES FINAL — NO LAY AWAYS

PATRICIA'S

7887 BROADWAY
Lemon Grove HO 9-3456

LEMON GROVE HEALTH-FUL FOODS

7894 Broadway Lemon Grove
HO 6-2141 We Give S&H Green Stamps



MRS. CARLETON

Health-Ful Foods For The Entire Family...
Free From Preservatives



COMPLETE LINE
OF GRAINS



CORN MEAL
AND CEREALS



COMPLETE LINE OF VITAMINS, DIABETIC AND SALT-FREE FOODS.

SPECIAL PURCHASE FOR LEMON GROVE VALUE DAYS!

Bottle of 100 Tablets

VITAMIN "C"

With 30 MG
Bioflavonoids
Type 605 **79c**

Torumel Food Yeast

Contains Not Less
Than 50% Protein **89¢ lb**

Shop Once... Save Twice

AT YOUR . . .
**Lemon Grove
Shopping Center**

HEADQUARTERS . . .
FOR AMERICA'S MOST
POPULAR DESSERT:

CHALLENGE ICE CREAM

WE FEATURE

SWIFT'S

FAMOUS PRODUCTS

- PREMIUM HAM
- PREMIUM BACON
- JEWEL SHORTENING
- JEWEL SALAD OIL
- PREM Chopped Ham



PERSONALIZED SERVICE

HOME OWNED AND OPERATED

LEMON GROVE SHOPPING CENTER

Across from the Big Lemon
3308 MAIN STREET LEMON GROVE

SALE

BALL POINT PENS
2 for \$1.19

Each of 10 attractive pens, with extra long ink, and instant drying. Each package has 10 color pens for your needs.

GNIC JUG \$2.49

WIM CAPS 59c

KODAK FILM LIMIT 3
Black & White 127, 620, 135
Color 127, 620, 135
ROLLS 99c 98c PER ROLL

IM NOTES 39c & 49c

ATIONARY 49c

ALLETTS 88c

TERRIFIC VALUE!



Colorful Plastic — Assorted Colors

22pc. PICNIC SET

- 4 Divided Plates
- 4 Handled Mugs
- 4 Spoons
- 4 Forks
- 4 Knives
- Butter Knife & Cake Server

Each set in carrying bag. **WHILE THEY LAST!** **COMPLETE**

SUMMER Drug NEEDS

Reg. \$1.00—FRESH, Roll On
DEODORANT 69c

HELEN CURTIS—10 oz. Jar
Lanolin Cream Shampoo \$1.39

one Size PIRELL—FREE with purchase of
LILT PERMANENT \$2.09

COLONIAL DAMES—1 1/2 lb. Jar, Dry Skin
CLEANSING CREAM \$1.25

Ladies' Nylon, Assorted Colors
BRISTLE BRUSHES 79c

MODART—11 oz. can
STYLE HAIR SPRAY \$1.49

Plastic, Assorted Colors
SHOWER CAPS 19c

Half Price Sale! Reg. 4 for \$1.00—2 for 50c
Fancy Powder Puffs 1/2 Price

SUMMER Beauty AIDS

Reg. 89c—100 Tablets
BUFFERED ASPIRIN ... 2 for 89c

FIVE JOHNSON'S BAND AIDS—
With Purchase of
FIRST AID CREAM 59c

Reg. 98c—100 Tablets
A.P.C. COMPOUND 59c

For Sun and Wind
SEA & SKI 69c to \$1.98

Pink, Aqua, Yellow, White—400g—1 Limit 5
KLEENEX 5 for 99c

Regular 30c Package
COTTON BALLS 3 for 89c

PEPSODENT TOOTH BRUSHES

Reg. \$1.58 Reg. 98c Reg. 79c
(Adult) (Junior) (Child's)
2 for 98c 2 for 73c 2 for 59c

the most advanced
ELECTRIC SHAVER ever!

SAVE

\$10.95 NOW

\$17.95

Save an Extra \$2.00 by bringing us your old shaver as a trade-in.

50-ft. Garden Hose

"SPECIAL FACTORY PURCHASE"

First quality double extrusion plastic
Hose with brass fittings. Guaranteed
5 Years.

\$1.69
Each



DIAL DRUG

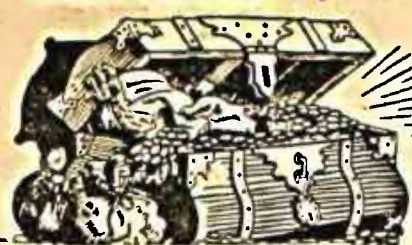
"HALF ACRE OF PARKING"
REAR OF STORE

7961 Broadway

Lemon Grove HO 3-5555

LOOK—FOR THIS SIGN

WHEN YOU SHOP . . .



APPRECIATION DAY
Merchant

TREASURE CHEST AWARDS

Held Every
THURSDAY
AT 3 P.M.

The Stores Listed Below Will Give You

TREASURE CHEST COUPONS



- | | | |
|--|---|---|
| LEMON GROVE CAMERA
Bob Vaught
1948 Broadway HO 8-7579 | SHELBY'S CANCELLATION SHOE STORE
Bill Ruden
1941 Broadway HO 8-3630 | HARBOR FURNITURE
Mrs. Holmes
1769 Broadway HO 9-0818 |
| GAULDIN'S STYLE SHOP
Helen Gauldin
1909 Broadway HO 8-7283 | PETITE SHOP
A. E. Gluckman
1943 Broadway HO 8-6871 | AVALON CAFE
W. L. MacQueen
3307 Imperial HO 8-0868 |
| LOWE'S TOGGERY
Herbert W. Lowe
3321 Imperial HO 8-8328 | LEMON GROVE DRUG STORE
J. H. Harris
1765 Broadway HO 8-2186 | LEMON GROVE HEALTH-FUL FOODS
Connie Carleton
1801 Broadway HO 8-2111 |
| MORRISON ADAMS, JEWELERS
Marshall Adams
1919 Broadway HO 9-6400 | SPROUSE-REITZ CO.
J. Hatz
1785 Broadway | MONTGOMERY'S LIQUOR
Charlie Montgomery
1779 Broadway HO 8-1376 |
| THE HIGHLANDER
Earl L. Nelson
1865 Broadway HO 8-7272 | PATRICIA'S
Patricia Hutchinson
1887 Broadway HO 8-3456 | KARL'S SHOE STORE
H. M. Sutton
1919 Broadway HO 8-3742 |
| MARDERS STATIONERS
Mr. Marder
1909 Broadway HO 9-4386 | MODE 'O DAY
Mrs. Hooper
1905 Broadway HO 8-0768 | COLLIER'S TEXACO SERVICE
B. G. Collier
2825 Imperial HO 6-7184 |
| LEMON GROVE SPORTING GOODS
O. W. Berry
3331 Imperial HO 8-1218 | CANDY BOX
Alfred C. Rice
1947 Broadway HO 8-6702 | TOP'S CLEANERS
F. R. Lewis
1630 Broadway HO 9-6212 |
| LANE'S INC.
R. S. Lane
1765 Broadway HO 8-7119 | DIAL DRUG
Dek Thompson
1961 Broadway HO 8-3558 | SPEARS FORD
Jim Spears
1729 Broadway HO 8-2133 |
| MARSI'S
Mrs. Owen
1903 Broadway HO 9-6812 | LEMON GROVE RADIO & APPLIANCE
Edna M. Snyder
1973 Broadway HO 8-6176 | ACE AUTO SUPPLY
Jack Spink
1651 Broadway HO 9-6112 |
| WILLIAMS DEPARTMENT STORE
N. Kelley
1945 Broadway HO 9-0769 | BUD YOUNG SERVICE
Nolan E. Young
1685 Imperial HO 9-0131 | CHRISTENSEN'S RICHFIELD SERVICE
D. E. Christensen
3001 Broadway HO 9-0341 |
| CHILDREN'S BOOTERY
Bob Pulliam
1885 Broadway HO 8-6376 | LEMON GROVE FLORIST
R. Holden
1965 Broadway HO 8-1182 | LEMON GROVE TIRE CO.
Norman Flannery
1919 Broadway HO 9-0113 |
| C. P. APPLIANCE
Barbara Howell
1890 Broadway HO 9-6154 | BEAR STATE FOUNTAIN & GRILL
Mr. See
1949 Broadway HO 8-2161 | O.K. RUBBER WELDERS
Dan Adkins
1302 Broadway HO 1-5716 |
| LEMON GROVE STATIONERS
Ernest Newton
3482 Main HO 9-7812 | HAIZLIP'S PHARMACY
H. Carlson
1981 Broadway HO 8-4111 | BROADWAY MARKET
Mr. Hammerstein
1203 Broadway HO 9-6862 |
| WALTER'S JEWELRY
J. T. Walter
1773 Broadway HO 8-6504 | EVELYN WIGTON'S
Tom Wigton
1761 Broadway HO 8-0092 | BILL JONES FURNITURE
Mrs. Bill Jones
1975 Broadway HO 8-6865 |
| DUTCH CLEANERS
Bill Vanlenberg
1870 Broadway HO 8-0085 | BROADWAY CAFE
Floyd Kuhns
1871 Broadway HO 8-6839 | BROADWAY BARBERS
R. A. Sargent
1868 Broadway HO 9-8342 |
| LEMON GROVE DEPARTMENT STORE
G. D. Mather
1846 Broadway HO 8-7637 | RELLA'S SHOE STORE
Ralph Rella
1886 Broadway HO 8-8007 | PIGGY WIGGLY
1825 Broadway |
| SILVER STORES
Mr. Hamner
1809 Broadway HO 8-1765 | T. P. HARDWARE & PAINT CO.
T. Pagani
1829 Broadway HO 8-0342 | JOE'S SHOE REPAIR
Joe Mouton
1876 Broadway HO 8-8454 |
| CHUCK'S UNION SERVICE
Chas. R. Johnson
1305 Broadway HO 9-4383 | CRESSY'S DRY GOODS
Mrs. Cressy
1816 Broadway HO 8-8381 | RANCHO MARKET BASKET
1782 Broadway HO 9-4193 |
| CALDER'S TOY TOWN
Graydon K. Calder
1973 Broadway HO 9-8021 | BRUMLEY'S
Doc Brumley
1745 Broadway HO 8-3212 | HOSS REFRIGERATION
Ernest C. Hoss
1971 Broadway HO 9-3759 |
| | SHELL SERVICE
L. W. Fritz
1908 Broadway HO 9-2944 | LEMON GROVE LAUNDROMAT
Mrs. E. L. Weaver
1837 Broadway HO 8-2983 |
| | | MARY MONROE
INFANTS' & CHILDREN'S WEAR
Mrs. Martha Anderson
1900 Broadway HO 9-4174 |

Value Days

Thurs., Fri., Sat.
JULY
17-18-19th

Value Days

Thurs., Fri., Sat.
JULY
17-18-19th

...Storewide Savings NOW on SUMMER NEEDS!



STOREWIDE
JULY
CLEARANCE
STARTS
TODAY!



BLOUSES

Color, Style and Value are yours ...
In our Big Selection of Value Days
Blouses, many famous makes.
REGULAR \$2.98 to \$3.98.

\$1.49

CAPRIS

AND PEDAL PUSHERS

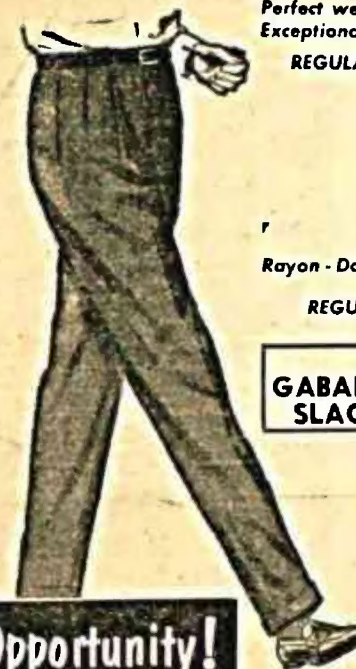
Up-to-the-minute styling, wide assortment
of fabrics, color and styling.
A Value Days Special—Save Now!
REGULAR \$2.98.

\$1.59

CLEARANCE! Entire Stock
LADIES'

SWIM WEAR 25 to 50% off

PREP SUITS
Sizes 14 to 20
Regular \$29.95 **\$21.95**



SUITS

BOYS'
Perfect weight for all-year wear.
Exceptional Value Day Buy.
REGULAR \$18.95—Sizes 6 to 12

\$12.95

SLACKS

MEN'S
Rayon - Dacron, Wash N' Wear
REGULAR \$9.95

\$7.95

2 pair \$15.

ALL WOOL
GABARDINE
SLACKS **25% Off**



CHECK THESE STANDOUT VALUES

PLUS...



ON ALL...
SALE ITEMS!

DON'T MISS OUR
SPECIAL RACK
OF DACRON, DRIP-DRY COTTON
DRESSES
ALL AT TERRIFIC SAVINGS!

COMPLETE STOCK—INFANT'S WEAR
AT CLOSEOUT PRICES!!!

Shop Our "Surprise"
\$1.00 TABLE

PACKED
WITH VALUES

Homemakers' Grand Opportunity!



"BEDDING SPECIALS"

FIELDCREST BEDSPREADS

LADY HAMILTON
Reg. \$14.95 **\$12.95**

COLONIAL DESIGN
Reg. \$24.95 **\$14.98**

TOWELS

BATH SIZE
Regular \$1.00 **\$1.49**

HAND TOWELS
Regular 80c **69c**

WASH CLOTHS
Regular 30c **29c**

FIELDCREST—WHITE MUSLIN SHEETS

Fitted Bottom or 81x108
Regular \$2.49 **\$2.19**

Twin Fitted Bottom
or 72x108
Regular \$2.29 **\$2.10**

PILLOW CASES

White Muslin
Regular 98c pair **89c** Pair

TOPS IN FASHION AND SAVINGS!

BOYS' Sizes 6 to 12—Regular \$13.95

SPORTCOATS VALUE DAYS SPECIAL **\$9.95**

SIZES 13 to 20 Regular \$19.95 **\$12.95**

CLEARANCE—Complete Stock

MEN'S SWIMWEAR **\$2.95**

Famous Makes, Popular Patterns—Regular \$1.50

NECKWEAR VALUE DAYS SPECIAL **88c**

Regular \$2.50 TIES **\$1.44**

Long & Short Sleeve
SPORT SHIRTS

ALL AT BIG
SAVINGS...

SAVE \$\$\$

MEN'S
Jewelry
Cufflinks
Tie Bars, Sets

Reg. 5.00 **\$3.50**
Reg. 3.50 **\$2.50**

MEN'S
**BOXED
Handkerchiefs**
PURE LINEN
HAND ROLLED

\$2.95

BOYS'
BELTS
REG. \$1.00

69c

7846 BROADWAY, LEMON GROVE

OPEN FRIDAY 'til 9 p.m.

HO pkins 6-7637